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PRINTERS' INK

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. LXXXI

NEW YORK, OCTOBER 10, 1912

No. 2

A few years ago a corporation with ample capital asked our opinion as to advertising a certain product of their manufacture. After due investigation we advised against it.

Their disappointment was great and they soon consulted another agency. The result was an advertising campaign—and the loss of \$25,000.

This experience gave them a better opinion of our opinion and it was sought again in reference to another product.

This time our report was favorable and a considerable outlay has proven highly remunerative.

Neither of these investigations cost the client anything. Where we cannot make money for such a concern it is a satisfaction to be the means of saving money for it.

N. W. AYER & SON

Philadelphia

New York

Boston

Chicago

Cleveland

One for Yourself Seven for Competitors

How shall a manufacturer start an advertising campaign?

Suppose we are making a good line of merchandise, sold say in the hardware stores.

There are 27,700 hardware merchants in the country; about 16,000 of the necessary standing to handle our goods.

By energetic saleswork we have succeeded in getting our goods on the shelves of 2,000 merchants.

Now we want to help move them off.

How shall we start? General mediums cost from \$600 to \$6,000 a page. Their influence will be as great upon the merchants who **don't** handle our goods as those who do. Of every dollar we spend, seven-eighths of it will go to help our competitors!

Our sales force is a good one but it can't perform miracles. It could cover the dealers of a single state quickly enough to get full benefit of the advertising but not the entire country.

The success of our campaign depends on selecting state or section mediums with intensive circulation big enough to give immediate maximum results.

Here is where the new prosperity of the farmer solves the problem of the beginning advertiser. A steadily increasing income has made the farmer an ideal prospect for every necessity or luxury of life. He is ready to buy.

Moreover, the nature of farm problems leads naturally to restricting farm papers to a given class or section. Missouri and Carolina have very different problems.

Standard Farm Papers, being

published for the men who want to benefit their bank accounts rather than "fill in a spare hour" often reach one out of every two or three possible subscribers.

In "big farming" America this often means that the manufacturer can reach one out of every five or six homes throughout the section covered by that Standard Farm Paper.

In this restricted territory he can work his advertising and salesmen simultaneously, efficiently. Then he can progress from section to section as conditions warrant.

We furnish data that helps build successful farm paper campaigns. May we talk it over with you?



THE MARK OF QUALITY

Standard Farm Papers

| | |
|--------|-----------------------------|
| are | Wisconsin Agriculturist |
| Farm | Indiana Farmer |
| Papers | California Country Journal, |
| of | San Francisco, Cal. |
| Known | The Farmer, St. Paul |
| Value | Oklahoma Farm Journal |
| | The Ohio Farmer |
| | The Michigan Farmer |
| | The Breeders' Gazette |
| | Hoard's Dairyman |
| | Wallaces' Farmer |
| | Kansas Farmer |

Wallace C. Richardson, Inc.
Eastern Representatives,
41 Park Row, New York City.

George W. Herbert, Inc.
Western Representatives,
First National Bank Bldg.,
Chicago.

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SALES PLANS THAT WIN BACK LOST TRADE

A STUDY OF THE REAL REASONS FOR LOST BUSINESS OFTEN SUGGESTS METHODS OF REDEMPTION—WORKING THE "DEAD LIST" BY MAIL—WHY ONE HOUSE TRAVELS ITS MEN IN PAIRS—THE SALESMAN OF THE "PROSPEROUS BANKER" TYPE WHO CALLED ON THE TRADE THAT HAD SLIPPED AWAY—RESULTFUL USE OF LONG-HAND LETTERS

By H. S. Dudley,

Adv. Mgr., the Atlas Portland Cement Company, New York.

As every business house drives ahead, adding new customers to increase sales, it also loses some trade which for various causes begins to purchase elsewhere.

This diverted business is usually known in sales departments as "the dead list."

While not a factor of vital importance in lines dealing in staples of, comparatively, unlimited possible distribution, such as food stuffs and wearing apparel, it is cause for concern to the many companies appealing often to great consumption in money value through limited marketing channels.

In the latter class take as examples producers of printing-inks, glue, varnish, heavy chemicals, special castings and machine parts. You will think of many other large industries offering the same restricted and defined channels for movement of product. Take, for instance, makers of specialized manufacturing equipment, or supplies, such as wood, and metal-working machines, rock and ore crushers, patented freight-car roofs and so on, all good examples.

I venture the assertion, based

on actual experience, that cases commonly exist in these and similar lines where 25% of a good list is dead. That is, of a list of 4,000 good names, including 2,000 that have already bought, one-quarter has slipped away and is rated in the "lost" class. I do not refer in this estimate to the *number* of customers, but emphasize the feature of dollars and cents gross business, avoiding misconstruction.

The importance of the dead list under such conditions is plain. It demands careful attention. Theoretically the gross of the accounts never sold should present a lower sales cost to secure; actually, however, it can be proven that this is not the case.

I know of instances where it has been maintained by those actually engaged in selling "restricted" lines that effort centered on previously unsold trade resulted in a larger net than an attempt to regain accounts sold in the past. There are doubtless many cases where this is true. I can state that in those with which I have come in contact this was sure theory, unsupported from any quarter by exact facts.

An unwillingness or inability to ascertain the absolute facts about a given condition, and to build a constructive policy upon this sound basis, often results in plausible theorizing to fit the conditions. Theory, until proved sound by practice, has no more place in business than any other form of inaccuracy; except where imagination, dealing with reasonable developments, plays a part in constructive thinking.

To prove that selling pressure on the dead list offers the larger net return, I think the following statements can be considered as facts in the majority of compa-

nies engaged in restricted selling:

1. The sales force is of excellent ability.

2. That, in normal progress, such a force devotes most attention to the largest accounts.

3. That, therefore, the large ones are sold early in the business growth.

4. That consequently the gross business on a growing dead list is represented by fewer individual buyers than is the gross of accounts heretofore unsold.

5. That, for the same reason as the second statement, the selling cost with a high-calibered sales force is lower on large accounts than on small.

6. That for this reason attention should be centered on such accounts, and therefore on the dead list as proven in statement four.

It is certainly true that many companies work along some such lines as these, but often on "general principles" rather than exact analysis. It would perhaps have been unfair to devote so much space to proof of value except for such theoretical practice.

METHODS OF BRINGING "DEAD ONES" TO LIFE

There are sure methods of reviving the average dead list. In reviewing the following examples of work along this line a sincere attempt is made to offer no generalities unsupported, unless obvious.

Every statement is based upon actual experience, either in the writer's own work in the past, or in the work of others with whom the association has been sufficiently close to permit its record as an absolute fact.

In some cases where comparatively few salesmen are necessary to develop active business, the dead list is worked largely by mail. In too many by circular letters. Lost trade can be readily regained by the proper sort of selling letters, but its nature practically prohibits the use of the circular if results are a consideration.

A knowledge of the true rea-

sons for the dropping away of each individual account, and treatment from that special angle, alone can result in high effectiveness in regaining such business through either mail or personal solicitation.

DISCOVERING WHY TRADE HAS GONE TO COMPETITION

It is, of course, much easier to accept what *appears* to be the true reason, with fatal results because of consequent useless work. Precise analysis has demonstrated this time and again to the writer's knowledge, and a haphazard attempt to discover why trade has gone to competition is as inexcusable as any other form of persistent incompetence.

An illustration in point:

A certain heavy chemical house in the West was selling pumice and rubbing chamois to a large furniture manufacturer in Grand Rapids. The account was good and had been held for years. Suddenly it switched to competition, *presumably* because of better prices. For *two years* every possible price approach was attempted by salesman and letter without result. Then it was disregarded for six months as hopeless.

Shortly afterward the Indiana salesman was sent into Michigan during the absence of the regular Michigan man on a European vacation. He called on the long-defunct account. Within ten minutes he discovered the *real* reason for its loss. The regular man, who was a star, had offended the buyer, on a point so unusual that the buyer had never mentioned it to the offender.

The account was eventually resold by the Indiana man.

The chemical house figured that the profit loss, and selling expense during the time that Grand Rapids account was in other hands ran to approximately \$1,500. They precluded the reoccurrence of a similar condition elsewhere by always sending a salesman new to the buyer to see an account which got away. They did it as soon as a good pretext arose, generally using the man

Read This Letter—

"Editorially, The Delineator is doing things that help women to solve the problems of the home, and its features seem to cover the whole range of subjects that women find most interesting. We think also that a man might find it very profitable reading."

A nationally-known advertising agent wrote that.

He also said it was beautiful from a pictorial standpoint, but it is about its utility we're glad to have him speak.

Hundreds of thousands of women subscribe to The Butterick Trio because it supplies their needs, helps them with their domestic problems, gives them reliable fashion information, stimulates their mental activities, interests them in the important movements of the day, advises them on child welfare, etc., etc.

They regard The Trio's advertising announcements as an integral part of the helpful information The Trio supplies. *This is one reason for advertisers' success with The Trio.*

The Butterick Trio



Advertising Manager
New York

James A. Townsend, Western Mgr.,
First Nat'l Bank Bldg.,
Chicago.

E. G. Pratt,
New England Mgr.,
149 Tremont St., Boston.

from the nearest adjacent territory. A year's time demonstrated a 15 per cent decrease in the gross of lost accounts.

That method has since been used elsewhere to my personal knowledge with almost equal success.

REAL BUYERS NOT ALWAYS OBVIOUS

In restricted selling, the proper acknowledgment of the fact that the men actually using the sold equipment or material are the *real buyers* will do much toward restraining an undue increase in lost accounts.

That is to say, the foreman and workman have got to be convinced of the merit of the product bought, as well as the purchasing agent and general manager. Such selling is generally known as "gum-shoe" or "back-door" work, and by that is meant nothing dishonest or unfair. The influence is needed, and so is the friendly feeling. Therefore it must be had. Otherwise, no matter how worthy the product, there is likely to be dissatisfaction and a possible lost account ahead.

This condition is now acknowledged in all quarters among the shrewder sellers. To meet it, the greatest care is vital in the selection of a sales force. I can name a number of men to-day earning large incomes as the result of an ability to meet buyers' shopmen half way, and get accounts from the bottom up, rather than start too high. Such men are invaluable in the adjustment of complaints, and to regain accounts lost by lack of tact, or selling without an actual working knowledge of underlying conditions. They are, from their methods, comparatively slow in getting new accounts, but large buyers come as readily their way as small, and when an account is gotten it is permanent.

Another method now used by a house of national reputation in cutting down a dead list which had grown to an unwelcome size is traveling their men in pairs. These pairs are made up of a polished, convincing salesman, accompanied by a man called a "demonstrator," who does the

shop selling alone, but who works in conjunction with his team mate in the offices.

Four such men succeeded in cutting down that company's lost trade about 18 per cent in less than ten months in an Eastern manufacturing territory at an average sales cost of less than 10 per cent.

ANOTHER WAY OF REDEEMING THE LOST ACCOUNT

An amusing method was the employment by a large varnish house of an elderly gentleman of the "prosperous banker" type. This personage called on a buyer immediately after the regular salesman reported "purchasing elsewhere."

His card bore the title of "second vice-president." By the use of approaches always based on the great importance of the lost account to his company, and his immediate decision to make a special trip, he held much business which would otherwise have been lost. This method is particularly effective with small buyers when not overdone.

Lack of space prohibits mention of other phases of personal solicitation, as we still have the use of letters to consider.

With large trade, letters cannot often be used as more than an "opener" or an adjunct to personal work. For smaller, their low cost makes their exclusive use, where possible, essentially sound.

Strictly speaking, the circular is never so effective as the individual letter for dead list work, simply because it cannot go into individual conditions.

Sometimes the properly worked out circular will bring large results if the list is carefully selected. Here is one I wrote about three years ago. It has been repeatedly used, securing up to 60 per cent replies and 15 per cent orders. (The orders could not be less than thirty dollars in the great majority of cases.) The date of the last shipment was carefully filled in:

GENTLEMEN:

In looking over the files yesterday we

Greatest Advertising Record

Attracted by Results

Publicity-Seekers Had Published, During
September, 1912, in

The  World.
(New York)

More Separate Advertisements Than
Were Ever Before Published in Any
Month of Any Year by Any Newspaper.

165,015

SEPARATE WORLD ADVERTISEMENTS

Were Printed During the 30 Days of September, 1912.

4,647

More Than the Previous High Record Estab-
lished by the World in September, 1910,
When It Printed 160,368 Ads.;

11,884

More Than The World Printed During the
Corresponding Month Last Year;

81,531

More Than The New York Herald, The
World's Nearest Competitor;

41,544

More Than All the 5 Other New York Morn-
ing and Sunday Newspapers Added Together.

1,164,994

World Ads. During
First 9 Months of This
Year —

527,819

**MORE THAN
THE NEW YORK
HERALD.**

NOTE: The Herald is the Only New York Newspaper
that Prints Even Half as Many Ads. as The World.

The World Is First in a Class By Itself!

noticed that the last shipment you had from us was on —

The writer has been appointed a "committee of one" to see if he can't find out the real reason for your buying elsewhere.

Now you know the way you'd feel if somebody whose trade you valued and had held for quite a while started to buy of some one else. You would do everything you could to get the business back, wouldn't you?

Well, that's exactly the way we feel about you.

Won't you give us a chance to fix this up? Naturally we're sorry we lost out, especially since we don't know why. May we have a chance to make it right, and prove we're in earnest when we say we want your business a good deal?

How about sending you another barrel?

No need to write a letter, just note your answer on this sheet, and send it back to-day.

That had enough of the personal feeling in it to make it work, but it went to small trade, and probably wouldn't do so well with large.

The safest method with big buyers when using letters is to dictate in such a way as to give the most positive assurance to the recipient. At least that is the consensus of opinion among those experienced in this work with whom I have come in contact. Two of the vital features in such letters are tact and a certain suavity, depending, of course, on conditions. The use of long-hand notations on these letters often helps to carry out the necessary impression. In fact, letters written entirely in long hand are invaluable in this work, and as yet much too little appreciated by those engaged in it. There is a big field there. It is much better to write one letter in long hand that gets what it is after than to dictate ten which do not

HOW NEW COLLAR GOT ITS NAME

One way of getting a name before the public is to have it stamped upon some article of general use in such a position that the visibility of the word or words is almost forcible in its effectiveness. What is an unusual combination to promote publicity in this manner is the word "Cole" on a linen collar, the new style having been put out by Frisbie, Coon & Co., of Troy, N. Y. According to advices from the manufacturers of Cole cars, the christening of the new piece of neckwear was in honor of that car and the collar will carry the standard Cole signature.—*Motor World*.

THE KIND OF ADVERTISING THAT WOULD "SELL" THE CANDIDATE

BONFIRES AND RALLIES MUST SOON YIELD TO TRUTH AND THE FAST-RUNNING PRINTING PRESS — POLITICAL CAMPAIGNING IS ONLY ADVERTISING CAMPAIGNING AND THE SAME COLD-BLOODEDNESS OF CALCULATION IS NEEDED — HOW AND BY WHOM THE COPY SHOULD BE WRITTEN

By Frank Finney.

Of Street & Finney, New York.

Selling votes by speech-making is like selling goods by house-to-house canvassing—effective, perhaps, but very limited in the number of people it reaches and terribly expensive. It is the passé, antiquated, moth-eaten, cobwebbed, rusty-hinged way of selling goods and getting votes.

Campaign rallies are like store demonstrations — very specially peanutty in their reach. They get some votes in a small circle just as demonstrations sell a few goods to a few people in one wee corner of one wee store in the great United States of 90,000,000 people.

A big department-store man once said to me: "Demonstrations are a fine thing for the store, and the demonstrator, but they do the advertiser very little good." In like manner the campaign rally is a fine pastime for the orator who shoots hot air; a fine place for the bums to get some free drinks and a lot of entertaining excitement for the faithful; but what do the rallies really do in the way of actually getting some votes for the candidates? Not any more than the store demonstration does in the way of selling goods for the advertiser.

And then there are the buttons and the banners and the bands and the pins and the flags—all advertising novelties, are they not? Yes, and who in the advertising business wants to waste his money on advertising novelties? Nobody except the "tenderfeet" who do not know any better.

Really, do the candidates and

the campaign managers know how to run a vote-getting campaign?

A political campaign is an advertising campaign—that's all. Just as an advertising campaign is run to sell goods to the public, so a political campaign is run to sell its candidate to the public.

Now what does a political campaign actually do in the way of actually *selling* its candidates to the public? Very much of nothing. The campaign is just an entertaining frolic for the faithful. It is a campaign of funny, entertaining advertising like Sunny Jim. It does much entertaining, little real selling, as is always the case with a funny, entertaining advertising campaign.

The newspapers with their powerful editorials and news columns sell the candidate. It is the sober, serious, convincing stuff that the newspapers publish that actually swings the votes, gets the votes, and elects the candidate.

But you say it is necessary to carry on the Barnum Circus campaign in order to get the newspapers to publish the editorials and news. That's the same scheme as hiring a press agent. Who of us in the advertising business believes in a press agent? Have we not all hired press agents only to wake up some day and find out that we had bought a "brick," a has-wasser newspaper man who, being unable to make good in a newspaper office, had resorted to the nefarious business of charging advertisers \$1,000 per month and delivering nothing?

The newspapers are going to write about the candidates and the campaign, whether there are or are not bonfires, parades and pyrotechnics. They've got to have news, and if the candidates and the campaign managers don't furnish it the newspapers will furnish it themselves and save the politicians the trouble.

THE "HUMAN INTEREST" OF POLITICAL "GOODS"

What a candidate needs to sell himself to the public is a cold-blooded advertising campaign, planned and executed according to the newest and most scientific

methods used by successful commercial advertisers. If advertisers can sell millions of dollars' worth of uninteresting goods with these methods, how easy it would be to sell a candidate and his platform, which are things of intense interest to the public!

If I were planning an advertising campaign I'd make the candidate stay home and squirt hot air, just as Ben Harrison did in his successful campaign. Let the delegations spend their own money visiting the candidate, as they did in Harrison's campaign.

Keeping the candidate at home would save a pile of money with which to buy powerful newspaper space. And if the candidate would wag his tongue enough, the newspaper news columns would be full of him every morning—just as full as if he were traveling and speaking everywhere.

Then I'd cut out the rallies and the parades and the clubs and the buttons—everything, and get down, as advertisers do, to swaying the people's reason with logic. That's the only thing that sells goods. It's the only thing that gets votes.

I'd stop all foolish expenses and raise a fund big enough to buy a half page in at least all the big newspapers of the country, and in as many of the smaller ones as I could get the money for.

I'd publish these half-pages as often as my funds would permit. I'd select the papers, regardless of their friendship or hostility. I'd select the best papers just as the cold-blooded commercial advertiser does.

I'd tell the papers that this is to be a heartless campaign run on a strictly business basis for the sole purpose of selling the candidate, and that they must join that spirit.

I'd publish editorials in these spaces—editorials designed to sell my candidate.

These editorials would not be written by the candidate, as most always the candidate is a tedious, tiresome, unconvincing writer.

I'd hire an Arthur Brisbane to write these advertisements, for that is what they really would be.

The reason for employing a Brisbane is that only such could write the advertisements with that simplicity, fascination and force that would catch and please the public and make it read.

THE KIND OF COPY

You'd have to use the utmost care in getting these ads written just as commercial advertisers do, or the whole plan would fall flat. In writing the ads as in buying the space, the most cold-blooded business methods would have to be used.

And these advertisements should tell the truth, just as most advertisements do. By telling the cold-blooded truth, admitting the candidate's mistakes and weakness, you would inspire confidence and get votes by the hundreds of thousands.

Thus by using the fast-running printing press which can print, fold and deliver three hundred thousand finished newspapers per hour you would get your story, and your arguments, before millions of voters every week instead of reaching a paltry few hundred every week with your peanut rallies. You would perhaps deliver into every home in the United States every week a powerful speech instead of delivering it to a little crowd of a few hundred around a speaker's stand. You would be using big units to distribute your appeal instead of peanut units.

And you would be discharging your shells into the enemy's camp by using hostile papers. The enemy never hears your side of the story if you use only rallies and friendly papers, for only your friends turn out at the rallies, and read the faithful papers.

Besides, the powerful stuff which a Brisbane could write would have a billion per cent more influence on the minds of the readers than the malarious exhalations that arise from the average campaign orator's brain swamp.

The advertisements would not only reach many million more homes, but they would reach those millions of homes many times before election. Thus you would

get the benefit of steady repetition and reiteration, one of the most gigantic things in advertising. Get a convincing, annihilating story and tell it to people repeatedly enough, and they will get to believing it in spite of the bitterest prejudice.

Thus with this newspaper-advertisement-way of campaigning you not only reach millions more people, but you reach them repeatedly and hammer your arguments into them until they've got to believe.

Again the editors of the hostile papers will get to believing if you tell the truth. You will convert hundreds of newspapers.

The editors of the hostile papers would try to answer these ads. Their answers would show up to their disadvantage in comparison with the brilliance of Brisbane, thus upset many voters.

The votes of the people are not changed by noise and entertainments. They are changed by truth—logic. It has always been so.

We had the noise of Douglas, but the homely, truthful logic of Lincoln gained the confidence of the public and got the votes.

We had the brilliant, entertaining Blaine, but the sound logic of Grover Cleveland got the votes.

We had the thrilling, pleasing, entertaining Bryan, dashing over the country, drawing great crowds and applause, but the crowds went home, thought it all over and said, "I enjoyed hearing Bryan. He is fascinating, entertaining, but I'll vote for McKinley. He's got sense."

As George Ade wrote of the wild, bitter and spectacular campaigns of Indiana: "They were the season's entertainment, but they never changed a vote."

Advertising men can understand why an entertaining campaign gets no votes. They've had the experience too often with entertaining commercial campaigns, which brought few orders. But I doubt if any candidate could ever be made to understand why a campaign of convincing advertisements, published in a big list of newspapers, would annihilate the competing candidates if the latter would stick to the old methods.

MORE POWER TO THE HEADLINE

MERE DISPLAY NOT THE ONLY EFFECT TO CONSIDER—WHY “HAIR-TRIGGER” HEADLINES GIVE MORE SELLING POWER TO THE AD—ANALYSIS OF SOME WINNING HEADLINES—DIFFERENT STYLES ILLUSTRATED

By Humphrey M. Bourne.

So many of the headlines used in modern advertising fall so short of their intended mark that it really does seem a pity to devote so much valuable space to their use. You'll find 'em ranged alongside of magnificent illustrations that cost hundreds of dollars. You'll see them occupying anywhere from ten to a hundred lines of really good eight-dollar-a-line space. You'll meet 'em everywhere from nursery bottle squibs to automobile double-spreads. Again, you'll find just as many, if not far more, *good* ones that really *say* something—headlines that “he who runs may read,” headlines that turn you face-about, that fish the money out of your pocket, and then go trumpeting on. Makes you feel good to see them—makes you wish you could write headlines like them—makes you a friend of advertising—makes the advertising *pay*.

Let's take a few of them—not with a view to “knocking,” but rather to see if we can learn anything thereby—if a few minutes spent with the headliners won't give us a cue by which we'll be able to give that next ad a little better stage-setting than we at first intended.

First of all, the headline should have a real human-interest appeal. It should touch some live or dormant want on a tender spot, and make it “sit up and take notice.” That is why

“A YOUNG MAN WAS HANDICAPPED”

makes such an eye-pulling, mind-riveting action—impelling statement for the Curtis advertisement in *The Saturday Evening Post*.

First it halts you—then it holds you; it promises something to follow; it makes you curious. You read on, and by the time you're through, blamed if you haven't almost thrown up your good job to become a Curtis booster.

Likewise the correspondence school headlines which read:

ON WHICH SIDE OF THE DESK ARE YOU?

ARE YOUR HANDS TIED?

SEND FOR MURPHY—HE KNOWS WHEN THE BOSS TALKS LIKE THIS YOUR CHANCE AWAITS YOU SOMEWHERE

These headlines arouse by playing on some particular heart-



What's Ahead of You?

It startles you when you think how slowly you're advancing in salary and position, considering how hard you have to work to hold your job.

But it's different if you have the **special training** that enables you to win a good position at work you **like**—to earn **more money**, and to achieve still greater success. **It's all a matter of right training.**

The International Correspondence Schools will bring the right training to you—no matter where you live, or what well-paid occupation you wish to follow. To learn how the I.C.S. can help you, mark and mail the attached coupon today. Marking the coupon costs nothing, and places you under no obligation. Do it NOW.

INTERNATIONAL CORRESPONDENCE SCHOOLS

A DIFFICULT-TO-DODGE HEADLINE QUERY

string and by compelling a reading of the advertisement for the solution.

Then we have the fact, or story headline, the one that sums up, so

to speak, the entire advertisement, and gets you interested at once:

**NO-RIM-CUT-TIRES—10% OVER
SIZE.**

tells the automobile owner something vitally interesting in six words and a dash. To his sorrow he already knows what tire troubles mean, so that anything tending to correct them interests him immediately. If the ad man wanted to be real 'cute he might have said:

**DO TIRE TROUBLES TIRE AND
TROUBLE YOU?**

but never, in a million years, would he have "gotten away with it" as handsomely as he did in that "No - Rim-Cut-Tires—10% Oversize" mind-grabber.

The same thing is also true of:

**HOW A HOOSIER CABINET SOLVES
YOUR PROBLEM OF KITCHEN
WORK.**

No frills or furbelows here. No la-di-da phraseology to coax the lady who "lets Georgina do it" when it comes to kitchen work. But how it does make the real home woman sit up and read about that step-saving and dish-conserving efficiency of the Hoosier!

Likewise

500 SHAVES GUARANTEED

tells the whole "Auto-Strop" story instantly to the man who wants to shave himself the greatest number of times for the least money. I don't like that "2 mills per shave" sub-heading, though. It's better to stick to good old fractions of a cent even if they are a bit unwieldy.

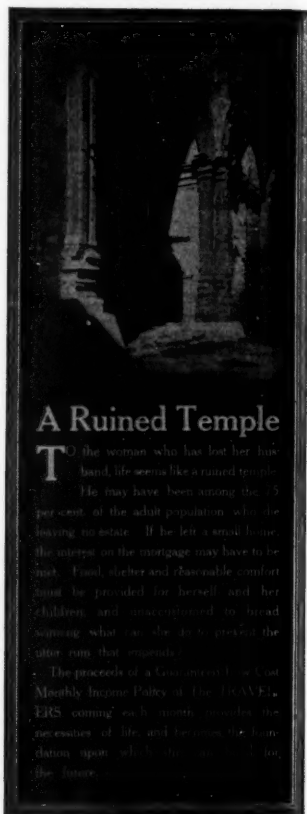
THE SCIENCE OF PHYSICS KEEPS

THE PARKER FROM LEAKING is another "fact" headline. Tells you something and makes you wonder "how"—and you won't be happy until you've read it all. Didn't know so much about a fountain pen before, did you?

A RUINED TEMPLE

might be called the headline interesting, especially when so ably augmented by the aid of camera and engraver as in the Travelers'

Insurance advertisement. A quiet dignity pervades this advertise-



A Ruined Temple

TO the woman who has lost her husband, life seems like a ruined temple.

He may have been among the 15 per cent. of the adult population who are leaving no estate. If he left a small home, the interest on the mortgage may have to be paid. Food, shelter and reasonable comfort must be provided for herself and her children, and unconsciously in bread-winning what can she do to provide the other rim that surrounds

The proceeds of a Travelers' Life-Saving Monthly Income Policy at One DOLLAR PER MONTH, each month provides the necessities of life, and becomes the foundation upon which she can build for the future.

AN ILLUSTRATION OF THE "HEADLINE INTERESTING"

ment, and there is a certain appealing quality "To the woman who has lost her husband," to quote the first line.

The "chatty" headline is another good one, so long as it says something, as in the case of **SUMMER TIME ALWAYS ON TAP** used in connection with an American Radiator advertisement. It gets the thought home quickly—far more so than one which read:

**COLD DAYS DRAW NEAR — AND
WHAT WILL THE ROBIN DO
THEN, POOR THING?**

"Summer-time always on tap!" gives you a vision of Iceland outside and comfort inside. Besides, it's *timely*, and that's another good thing to bear in mind when trying to head an advertisement the reader's way.

The picture of the lady, horse, dog, and *camera* needs no headline. A headline here would only "paint the lily." The Kodak is



"Picture" mentions this magazine when advertising advertisement.
**A GOOD EXAMPLE OF THE "PICTORIAL"
HEADLINE**

one of the few things advertised that can be headlined this way—the picture so completely telling its own story. This might be called the "illustration" headline.

The headline

WHAT'S AHEAD OF YOU?

in connection with the picture of a worried man in his shirt sleeves, loses none of its value for being interrogative. It appeals to every man in a job. Sometimes a question will get the thought home more quickly than a command. To do so it should suggest an existing want or need in such a way as to lead to the reading of the advertisement itself for the answer.

"Don't" headlines are legion. Ninety-nine per cent of them could be made twice as strong by being on the "positive" side of the fence. Even the compromise

WHY NOT BE A NURSE?

hasn't half the assurance about it as

BE A SALESMAN!

If you've got a message at all worth while, don't be ashamed to let the headline proclaim it. The written word should be even more direct than speech; because smiles and gesticulations cannot be written. They can, however, be implied, and it is here that the really clever headline has its true value.

It would be quite proper for a heater advertisement to be headed

**DON'T HAVE A COLD HOUSE THIS
WINTER.**

The point could be better made, however, by saying "Summer in Winter." Or, for a chatty headline, say, "No Cold Knuckles to Blow at Home This Winter." The point is the same in all these headlines, but the second and third haven't the chilliness of the first, and consequently meet with a more welcome reception.

True—advertising propositions are not all alike. A Milwaukee headline won't suit Tiffany; nor will Tiffany ever make Milwaukee famous. The same principle governs all, however, in that the headline should say something—say it quickly, and say it in such a way as to be really interesting. We may not want to go to the same extreme as the undertaker whose advertisement started off, "A step in the right direction." But how much more inviting is even that heading than one which might read "Woe, Woe—Down Among the Dead Men."

The point we wish to make is that the headline should be the key to the whole ad, and should be given more consideration than that of mere display. A poor headline will often spoil an otherwise good advertisement; while a good headline—one that grips and says something—will often save the day for an otherwise poor ad.

NOT A NEW IDEA

THE editorial idea on which THE COUNTRY GENTLEMAN is being published is not new, nor experimental.

Long ago, by the growth of our other publications, we demonstrated the same fundamentals to be sound and practicable. These fundamentals have remained unchanged during the life of THE LADIES' HOME JOURNAL, and, with THE SATURDAY EVENING POST, since our ownership began.

The idea is that of a *national publication*.

The details of execution were these:

1. To select a very definite person—in California, in Maine, in Texas, in Wisconsin—who had an obvious need for a certain kind of publication.
2. To go straight to the point with that person, wherever he might be, by a consistent policy and a broadly conceived plan of contents.
3. To seek out those editors who of all editors are best equipped to fathom and fill the needs of this clientele.

4. To stint not in buying and printing the best literature and illustrations to be had on the subject.

In other words, to find *one big job*—and do it right.

THE COUNTRY GENTLEMAN is directed straight to the man on the land who wants to work his land by intelligent, scientific, profit-producing methods, and who views his own activities in their relation to the whole, wide sweep of national agricultural progress.

We have nothing for the narrow or the tradition-bound—except a glimpse of bigger things.

There are hundreds of thousands of our kind of farmers, and they are rapidly increasing. We shall augment their number.

Our circulation has already gained 400 per cent. and is now 110,000. The agricultural schools, the Government departments, the scientific world, are daily at work creating more potential readers for us.

By the same token, they are creating more potential consumers of your goods, to be reached through THE COUNTRY GENTLEMAN.

THE CURTIS PUBLISHING COMPANY

THE LADIES' HOME JOURNAL, circulation 1,750,000
THE SATURDAY EVENING POST, circulation 1,900,000
THE COUNTRY GENTLEMAN, *present* circulation 110,000

Shop Window Circulation

Unique service was given advertisers who ran full pages in the October issue of Good Housekeeping Magazine.

Reprints were made of their advertisements, full size, and sent to the Good Housekeeping Stores—food advertisements to grocery stores, toilet preparation advertisements to drug stores and department stores, and so on.

This impressed upon merchants strongly that demand was being created. Moreover, the reprints were made just right for pasting in the shop-window, with an invitation to the public lettered upon them to walk in and buy.

Store-windows all over the country are blossoming out with these double-duty pages.

Further, our 3000 Good Housekeeping Stores will see these very same advertisements in the next issue of Good Storekeeping, which comes out in November. Good Storekeeping is our new quarterly trade review, going to thousands of merchants in all lines, including the Good Housekeeping Stores.

Three Circulations

First, in Good Housekeeping Magazine; second, the shop-window circulation; third, the re-advertisement in Good Storekeeping. The present rate of two dollars per line covers all.

Good Housekeeping Magazine

The Largest Class Publication in any Field.

New York Washington Boston Chicago

EMPHASIZING THE BIG FEATURES IN SMALL ADS

IT'S THE DETAIL IN SUCH COPY THAT MAKES FOR EFFECTIVENESS—TREATMENT OF WHITE SPACE IN SMALL ADS—SEVERAL CURRENT ADS REVISED AND STRENGTHENED BY SLIGHT CHANGES

By Gilbert P. Farrar.

It has been said that big men usually deal in big things and likewise that small men are mostly sticklers for detail.

Be this as it may, the really great man is great and does great work because he gives a great amount of time to getting the details correct.

tell a person that he or she can save something you should display the price.

In Fig. 2, I have displayed the price and have utilized some of the white space lost in this ad.

Oh, yes, I believe in white space. But I think in small ads it should be placed between the border and the type. This will make the type look "freer," and the ad easier to read and more effective.

I have also changed the location of the trade-mark. Why? Because the heading reads right along into the copy and in Fig. 1 the eye has to jump the trade-mark in order to keep reading—making a fine chance for the eye to stop reading entirely.

As the average person, by instinct, looks below a picture for

Set Six Screws
And See What You Save

COME-PACKT
FURNITURE

on this Elizabethan Table of Quartered White Oak, shipped in sections, saving freight, etc. Drive six screws and it's complete. Your Money Back if this or any other piece in our big free catalog does not more than please you. Six big money-saving departments, and all mailed free. Write today.



Factory to You
Our Price, \$19.75

Come-Packt Furniture Co., 906 Fernwood Av., Toledo, O.

FIG. 1.—SMALL AD WHERE VITAL FEATURES ARE BURIED AND WHERE SPACE IS SQUANDERED

Set Six Screws
AND SEE
What You Save

COME-PACKT
FURNITURE

on this Elizabethan Table of Quartered White Oak, shipped in sections, saving freight, etc. Drive six screws and it's complete. Your Money Back if this or any other piece in our big free catalog does not more than please you. Six big money-saving departments, and all mailed free. Write today.



Factory to You
Our Price
'19.75

COME-PACKT FURNITURE CO.
906 FERNWOOD AVENUE, TOLEDO, OHIO

FIG. 2.—REVISION OF FIG. 1, WITH MORE ECONOMICAL USE OF WHITE SPACE

In advertising, it is usually some "small detail" which makes one ad more effective than another.

This article criticises a number of small ads because I believe that the smaller the ad the more difficult it is to make it effective. It has to overshadow other ads nearby, it cannot spare much space for fancy design and it may have a competitor on the same page.

The heading of the "Come-Packt" ad (Fig. 1) says, "Set Six Screws and See What You Save." But what do you save? By reading the ad we find the answer—*under the table.*

Whether or not it leads the reader to believe that \$19.75 can be saved, I believe that when you

the name, the trade-mark and goods will be more easily remembered *as a unit* by placing the trade-mark under the cut as shown in Fig. 2.

Notice how the heading is strengthened by putting a short line of capital letters between two lines of capital and lower-case letters. The words "AND SEE" are an eye-catcher in themselves, and will help draw a reader to the ad.

At first glance the Carter Paint ad (Fig. 3) looks very good. But after some thought I decided that it was almost as difficult as jumping a fence to get my eye to read easily below the headline—to jump over the rule underneath the line.

Winter-Proof Paint

White Lead, like the metallic lead from which it is made, is tough and ductile. With linseed oil it combines into a leathery and elastic paint film that stretches in summer and contracts in winter without breaking. The adulteration of White Lead destroys this elasticity, weakens the resistance to extremes of temperature and finally results in cracking and scaling paint.

White Lead made by the modern Carter process is guaranteed strictly pure and has every good quality of any pure White Lead. And it is so fine that it has unusual covering capacity and durability, and is so white that it has established a new standard of whiteness for white paint and given new life and beauty to colors.

To get the utmost value in paint, have your painter use Carter White lead and pure linseed oil mixed to your order.



Everything you want to know about house-painting is told in our text book "Pure Paint."

Free, with six modern color schemes, to property owners. Write for it.

Carter White Lead Co.
12060 S. Peoria St.
Chicago, Ill.

Winter-Proof Paint

CARTER WHITE LEAD CO.
12060 S. Peoria St., CHICAGO, ILL.

FIG. 3.—THE EYE HERE MUST "HURDLE" THE BLACK LINES BETWEEN THE TITLE AND THE TEXT

FIG. 4.—A REVISION OF FIG. 3 WITH A VIEW TO OBTAINING COHERENCY OF IMPRESSION

Not long ago Mr. Larned, in PRINTERS' INK, gave us some good ideas about the "Magic Circle" and I am of the opinion that when there is a heavy border to form a frame that all copy should be

kept inside of this frame. *Keep as much as possible inside of the visual unit.*

By making three lines of the heading and placing these in the upper left-hand corner of the ad

TRADE MARK
VULCAN-SET
IN RUBBER

SHAVING BRUSHES
with this trade-mark wear longer and produce better results than all others. They do not shed bristles.
Prices are Below Competition
Remember the maker's name

WHITING-ADAMS
also manufacturers of
INVINCIBLE
HAIR BRUSHES

Because of the splendid method of construction used and unswerving excellence of material, these hair brushes are recognized everywhere as the best

JOHN L. WHITING—J. J. ADAMS COMPANY
BOSTON, U.S.A.

TRADE MARK
INVINCIBLE

FIG. 5.—LITTLE CONTRAST HERE

TRADE MARK
VULCAN-SET
IN RUBBER

Shaving Brushes

WHITING-ADAMS
TRADE MARK

JOHN L. WHITING—J. J. ADAMS COMPANY
BOSTON, U.S.A.

Invincible Hair Brushes

TRADE MARK
INVINCIBLE

FIG. 6.—A REVISION OF FIG. 5 WITH A VIEW TO DISPLAYING THE IMPORTANT FEATURES

Selling Your Product to the Engineering-Contracting Field

YOUR *selling* problem probably causes you more concern than the *making* of your product.

Isn't that right?

You do not hesitate to employ every modern facility that's available in the making of a high class product.

Why then should you hesitate in choosing the easiest, most efficient, most modern method of *selling* your product?

No other factor is as powerful—no other factor is as *co-operative*, as advertising—advertising *right*, in the *right* medium.

Is *yours* the right advertising?

Is it in the right medium?

Engineering News

THE five quality-circulation engineering weeklies of the Hill Publishing Co. are:

The Engineering and Mining Journal (1866)

Devoted to Metal Mining and Metallurgy. Circulation 10,000.

Engineering News (1874)

The Standard Paper of Civil Engineering. Circulation 18,750.

American Machinist (1877)

Devoted to the work of Machinery Construction. Circulation 24,000.

Power (1880)

Devoted to the Generation and Transmission of power. Circulation 31,000.

Coal Age (1911)

Devoted to Coal Mining and Coke Manufacture. Circulation 8,750.

Will help you solve your selling problem. It will carry your sales talk to a *picked* audience—direct and wasteless.

To the big men in this big field Engineering News goes, 18,750 strong.

Since 1874 it has been the highest recognized authority in its field.

As an advertising medium—as a sales producing factor—the 38 year record back of Engineering News, makes it the leader in the Engineering-Contracting field.

If you are interested in increased sales in this big field put your problem up to our Make-It-Pay Department. Fifteen trained technical advertising people will analyze your product and outline an advertising campaign for you, *gratis*, that will make your advertising pay.

To those, and those only, whose product sells to the Engineering-Contracting Field we will send, upon request, a copy of "Selling Your Product"—a little book that's worth while. **Write**

HILL PUBLISHING CO.

505 Pearl Street
NEW YORK CITY



we obtain balance by moving the brush and bucket to the right at the bottom.

The bucket is then made more effective by joining it to the rule border.

We then practically force the eye to see the bucket—which has the name of the paint thereon.

It has been said before in this series of articles that "All Display Is No Display."

The reiteration of this truth is made for the benefit of those who may not have seen the examples

strong black against white. Perhaps he prefers the outline to the solid letter for the name line.

However, when good money is paid for magazine space, I believe we should make the message as strong as possible and *easy to read*, regardless of a strong sentiment for art. Art is great, but facts convince; and the stronger these facts are made, the more readers will be convinced.

Fig. 6 gives the whole story at a glance—the two brushes, the two names of the brushes and the name of the makers.

Also to make this ad less confusing, Fig. 6 shows the words "Shaving Brushes" and "Invincible Hair Brushes" in caps and lower case as close as possible to the trade-name line. Caps and lower case give contrast to the square trade-mark name-plate and there is no reason why both lines should not be near this trade-mark name-plate, rather than split as they are—one near the name-plate and one near the name-line.

We have before us in Fig. 7 the most striking ad in the paper from which it was clipped. It would stop anyone—with eyes.

But there is a small feature that has been overlooked, either consciously or unconsciously. Where is the dollar mark? Isn't this a \$4.00 shoe?

Do you think that everyone will guess it? Why eliminate those who are not good at putting "two" and "two" together to make the "four" dollars. This audience will say, "It's a No. 400 shoe." They will reason thus: "See 400, Aristocrat, Mrs. Vanderbilt, Astor," etc.

I believe the name of this shoe—Aristocrat—should be larger and I believe this name should be put in the upper right-hand corner, near the heel of the shoe.

Or, the two lines just beneath it made smaller, put above the name-line and then the name made larger and lower on the vision.

Four of my disinterested friends looked at this Regal ad for at least two minutes without seeing the large figure 4 on which the whole ad is built.

400

ARISTOCRAT
Made in Black Calf
Blucher or Button
Incoming English Style
Flat Tread, Custom Heel
Semi-narrow, receding Toe

REGAL
SHOES

SEND FOR FALL STYLE BOOK
REGAL SHOE COMPANY, 260 Summer St., Boston.

FIG. 7.—A SMALL OMISSION HERE CAUSES THIS AD TO FALL JUST SHORT OF THE IDEAL

in the previous article and also for the reason that these "flat" ads are always with us.

The Whiting & Adams ad (Fig. 5) is all one tone of color, therefore it has no color—no contrast.

It may be that the advertiser objected to the harshness of the

A New Farm Paper 70 Years Old

SOUTHERN FARMING is the latest addition to the well-known *Orange Judd Weeklies* and is devoted to the interests and special needs of the South. It is the successor to the Southern editions of *American Agriculturist* (established in 1842) and *Orange Judd Farmer*. It is read by 45,000 wide-awake Southern farmers, 40,000 of whom are the old subscribers of these two publications who now receive *Southern Farming* instead. *Southern Farming* has also 5,000 new subscribers, prosperous farmers in the South, whom our subscription agents got in line during the summer preceding the launching of *Southern Farming* on Sept. 7th, last.



Edited at Atlanta by Prof. L. A. Niven, one of the ablest of Southern agriculturists and editors, *Southern Farming* has also behind it the prestige and force of the Orange Judd organization as well as many of the leading successful farmers, planters, truckgrowers, college and experiment station experts of the South who are numbered among its contributors.

45,000 Circulation Weekly Guaranteed

among the live, thinking farmers of the South, who believe in *Southern Farming* and the people behind it. There is *purchasing power* in this circulation.

Do you realize that the 2,800,000 farms in the South are nearly half of the total farms in the United States; that the value of their land is over \$8,500,000,000; their cereal crops over \$500,000,000? Value of their farm productions in 1912 will exceed \$1,600,000,000. It will pay you to get in touch with this splendid body of Southern farmers. Advertising Rate: 25 cents per agate line flat.

Address nearest office for Sample Copies and further information regarding this new leading farm weekly—SOUTHERN FARMING—the farm paper for the whole South

ORANGE JUDD COMPANY, Publishers

Headquarters: 315 Fourth Ave., New York

Southern Office: 326 Candler Bldg., Atlanta, Ga.

Western Office:
1209 Peoples Gas Building,
Chicago, Ill.

Northwestern Office:
601 Oneida Building,
Minneapolis, Minn.

New England Office:
Myrick Building,
Springfield, Mass.

HOW INSTALMENT SELLING OPENS UP NEW MARKETS

GREAT CARE MUST BE EXERCISED IN DETERMINING WHAT CLASSES SHALL BE SOLD—WHY A BOOK CONCERN DOES NOT SOLICIT COUNTRY TRADE—COST OF COLLECTING A SERIOUS FACTOR—HOW SHALL THE AMOUNT OF INDIVIDUAL INSTALMENTS BE DECIDED?

By Munson Hunt.

II.

Instalment selling plans, to be successful, must eliminate all risks not specifically provided for at the start. That is, the instalment selling concern must know its market, sifting out the undesirable, and concentrating its efforts on that percentage of honest folks that can be calculated only after many and varied experiences in merchandising.

For instance, a book concern instructs its salesmen, seeking instalment customers, to "go after" everybody except "elevator boys and barbers," a stipulation quite similar to those found in insurance rate books and a stipulation evidently quite necessary if the concern is to keep up its reputation for fat dividends.

But why deprive the unsuspecting elevator boy or the learned barber from the right to own a leather-bound set of Gulliver's Travels to be paid for at the rate of twelve cents a day, for ten years? Simply because the elevator boy as a class hasn't been "good pay" in the past and because the concern doesn't see the wisdom of having its books in a "tensorial parlor" where they may be carried off piecemeal before the purchaser has settled, and where it is quite plain that the barber will never be interested enough in his purchase to become the bona fide owner of the article purchased. These illustrations may seem far fetched, but every concern doing an instalment business has found it necessary, tacitly or otherwise, to make like eliminations.

People who buy what they actually need and people who buy what merely amuses them do not respond similarly to the terms of instalment selling, and it will readily be seen that class distinctions to be reckoned with are to be found if the market is analyzed in this respect.

IS ARTICLE A NECESSITY OR LUXURY?

As a class, patrons of concerns selling pianos, talking machines, books, etc., by this method, need to be selected with more scrutiny than those buying sewing machines, typewriters, adding machines and the like. In other words, the man or woman who is unable to pay cash, but who *really needs* an article is far more apt to be in earnest about keeping up instalments than is a person who is interested at the moment the article is presented but who lacks the stimulus to keep up payments after the excitement of possession has worn off. A salesman of sewing machines made a record for himself several years ago by scoring 180 customers who made payments regularly until the sales were complete, out of 187 to whom machines were delivered. This year he is selling books on the same plan, but his office reports that a matter of twenty-eight per cent. of lapsed business is charged against his account.

It should not be inferred from these illustrations that there is a great class of business accepted on the instalment plan that does not "stick." It has been found, contrary to what might at first seem the case, that *fully ninety-five per cent.* of this business *does* stick; that is, it does if the selections are carefully made. It is the making of these selections that largely determines the success of the enterprise. One may almost classify the business hazard, as do the insurance companies, except for the complication that appears when it is discovered that instalment sellers get more "sure pay" business as a rule from the small towns than from the cities.

Four Vantage Points

You can cover any of these cities effectively by a single appropriation in the leading home evening newspaper

PHILADELPHIA. Population, 1,600,000; number of homes, 340,000; 85 per cent one family houses, 50 per cent and over owned by occupants. Many important manufacturers have branches in Philadelphia,—an excellent jobbing point for Eastern trade. "In Philadelphia nearly everybody reads THE BULLETIN."

WASHINGTON. Population, 331,000; number of homes, 66,000; over 27,000 Government employees; monthly payroll of Government employees exceeds \$2,500,000; average salary, \$1,100.

There is one copy of THE EVENING STAR for every 61/10 persons in Washington, every man, woman and child counted—practically a STAR for every family.

INDIANAPOLIS. Population, 233,000; estimated number of homes, 46,000. The pivotal point of a busy, thriving community.

THE INDIANAPOLIS NEWS covers this territory thoroughly, and has the largest circulation of any exclusively evening two cent newspaper in America.

MONTREAL. Population, 549,000; Metropolis of the Dominion, also the commercial and social centre. Many branch houses of American Manufacturers located here. Good point to start Canadian campaign.

THE MONTREAL DAILY STAR is read in over 95 per cent of the homes of the English speaking class,—the greatest buyers of advertised goods.

Here are four leading jobbing centres, ideal points in which to demonstrate the effectiveness of newspaper advertising. With distribution, common sense human interest selling copy, and the goods behind the advertising, your investment in these leading newspapers is a safe one. More particulars for the asking. Dan A. Carroll, Special Newspaper Representative, Tribune Building, New York.

Selecting honest customers on the one hand and keeping down the cost of collections on the other, are the two big problems that confront those who do business on the easy payment plan. P. F. Collier & Son, a New York publishing house that has explored nearly every known field, finds that it cannot afford to canvass small centers, and, while it does not refuse to sell buyers in these places, eliminates such by selecting advertising mediums that reach the cities only, where the collection of payments may be greatly simplified by making up routes on which the customers are virtually next door neighbors.

FACTORS THAT DETERMINE CHOICE OF MARKET

Quite contrary to this experience is that of the National Cash Register Co., whose office managers find highly profitable business resulting from their dealings with country merchants. This concern estimates that fully ninety-five per cent. of its business with country stores is paid for in instalments, and it appears to be highly satisfied with this purchaser as a class.

One of the credit men in the New York office of the Oliver Typewriter Company, whose familiarity with the company's markets in smaller centers has made him a keen student of conditions, is responsible for the statement that one may conclude that about ninety-five per cent. of small town business in his line sticks, while lapses in New York City bring the figures down to seventy-five per cent. In sizing up the situation, however, one must not conclude that New York City business is quite so bad as it looks, since the cost of deliveries and collections is not so great in New York and the turn-over is more rapid.

A sales manager for a concern selling computing scales makes this statement: "I think the country merchants are more impressed with the importance of meeting their obligations than those in the cities, but this is

more the case in the North than in the South. Another reason for the losses in the cities is the fact that merchants start up with enough capital to pay a month's rent and an instalment on some fixtures. They get a little credit with a wholesaler and the venture is a gamble. They act as selling agents for the wholesalers as long as they can keep going and eventually the wholesaler closes the place to get his money and the fixture people take back their goods, keeping what has been paid and selling the fixtures again after refinishing."

One of the complications of instalment selling, where salesmen are employed, arises through the practice, generally in vogue, of paying full commission when the article is delivered and the first payment is received from the purchaser. One of the biggest houses in the field, however, kept a close watch on its selling force to determine how many of its customers were properly "sold," and finding that the instalment method made it possible for the salesman to establish too much of a "record" for himself, in this manner, adopted the plan of deducting a pro rata portion of the commission from the salesman's account for all business that did not "stick." This procedure has now become the general rule.

HOW MUCH SHALL THE "LOAD" BE?

A manufacturer who finds it feasible to accept partial payments for his goods has a complex problem before him as regards the terms on which the deal may be consummated. For instance, in certain states, the article must be *leased* to the purchaser, to become his property only when he completes the payments. The manufacturer must provide also for the cost of insuring the output that is in the hands of lessors, against fire and other contingencies, while he may even go so far as to insure himself against any loss whatsoever. This action, however, makes it necessary for him to "load" his initial charge to the customer, so as to provide for these various

costs. And the "loading" must be calculated so that it will include the interest during the period of payment.

Instalment selling invariably means the tying up of large sums of money and this "loading," just as in insurance, is the force that is brought into play to gauge success. Each manufacturer, however, seems to have his own notion of what the loading ought to be, while in insurance, at least within the past few years or since the well-known investigation, it has been the practice to limit it according to law.

Perhaps the most complicated system of instalment selling, but one widely in operation among sellers of pianos, and in some quarters, sellers of furniture, is that in which the dealer takes the consumer's agreement to pay and relays it to the manufacturer. Here the manufacturer's problem of distribution, into which has been injected keen competition, brings about the necessity for him to sell to the dealer on the usual thirty-day terms, and in addition to take as payment whatever instalment notes the dealer has collected. This effects a double tie-up, involving both the capital of the manufacturer and that of the dealer. On the other hand it helps to shift the responsibility of selecting customers from the shoulders of the manufacturer to those of his distributing agent, who is in most cases best fitted to ascertain which customers can pay and which cannot. This sort of manufacturer-dealer co-operation, however, involves a much larger "loading" than is generally figured, and to meet all contingencies it is necessary in sound business to charge a somewhat larger initial payment than that charged in other lines.

A general sales manager for a concern doing a million dollars' worth of instalment business a year sees no plausible objection to such a method of tying up capital. He thinks that it is far better to trust the dealer to handle his money than put it into outside securities, but he sets forth plainly that it is by no means

Publicity

Every month in 20,000 moving picture theatres the great Ladies' World feature, "What Happened to Mary?" is being presented in photo-play.

Every month twenty million people are being reminded of The Ladies' World.

Publicity that pays!

THE LADIES'
WORLD
NEW YORK

good business to make a scale of prices setting the amount to be received in initial payments plus that to be received in the first few payments, at an aggregate amount less than the net cost of manufacture. The manufacturer must conclude definitely what proportion of his money he needs to get back to meet manufacturing costs. He may be able to take greater chances with "useful" articles than with those that "amuse," but in all cases he ought to be careful to make his initial cost price big enough to meet all contingencies.

This is a principle evidently at first disregarded by many concerns. It is brought out forcefully by the experience of a typewriter manufacturer who is reported to have found that it was not collecting enough in initial payments to meet the cost of lapses, etc., and recently raised this figure from five dollars to ten dollars, an increase of from five per cent. to ten per cent. on the net selling price. This procedure makes the company's terms apparently less advantageous to the consumer than the terms of its competitors, but those who are responsible for the change claim that it is the only sound basis for carrying on this class of business.

AMOUNT OF FIRST PAYMENT

There can be no set rule as to what percentage to charge the customer on his first payment, but it is agreed among experienced manufacturers who sell on instalments that the figure ought not to fall below ten per cent. of the net price. In many instances it is found to be much higher. Salesmen agree that the consumer cares little whether he pays five dollars or ten dollars at the start for an article that will eventually cost him a hundred. It is the easy-payment feature, alone, that interests him.

Those who buy articles of the sort sold under the instalment method usually buy but one such article in a lifetime. There is no such thing, therefore, as a "steady patron" for an instalment selling concern. That is an advantage to

a system that seeks to exhaust its field methodically, reaching the consumer through picked advertising mediums and checking up that proportion of the population as "sold" against that still approachable. The instalment plan, however, is not useful to the distributor who seeks to be advertised by his customer, at least not so until his customer has completed his payments. There are no worse "knockers," it is said, among the men who are prone to find flaws in what they buy, than those who are still on the "credit list," and it is a well-known truism among instalment sellers that no customer is an *advertising asset to be reckoned with until what he has purchased is entirely paid for*. Perhaps the only ultimate lack of good will thus implied, however, is that which comes from the very small percentage of lapsed business.

CHEERFUL AND RESIGNED

The Twentieth Century Magazine, in a display announcement in its October issue, thus calmly looks the future in the face:

"The November number will appear immediately after the election. Its size and contents we cannot announce. They will be entirely determined by the amount of money we have—and at the moment we have precious little. We have made the mistake in the past of trying to produce a magazine that approximated our idea of what a magazine should be—and we believe we have given you some good examples. If we have \$1,500 we'll do it again—if we have \$500 we'll have to tone down accordingly—and if we have \$10 we'll divide that between paper, printing and postage. We believe there is a demand for a progressive and wholesome magazine, and we will do our best to find and to meet that demand. If, on the other hand, the public does not want this magazine, we will have to accept that verdict. We owe it to the cause we represent to make our work effective—and we will not publish a magazine just to satisfy our own ambitions. But we believe—we have thousands of letters to make us believe that the magazine is wanted—and we shall do our best to produce it—and to make it worthy of your support. Every dollar that we receive will go into the magazine—will increase its ability and its power. We need your help now as never before, we need new subscriptions, and prompt renewals, we need faith, we need a friendly word. We need your co-operation in any and every form—and we shall give as we receive."

REGULATIONS TO HELP CONSUMERS

At the meeting of the Board of Regulations and Tolerances which was held recently in Albany regulations were adopted for a number of commodities.

A general regulation was adopted that where commodities are sold in standard sizes—that is, half pound, pound, one and one-half pound, two-pound packages, etc., or in gallons, half gallons, quarts, pints, half pints or gills—the size of the lettering may be smaller than where the amount in the containers is not of such standard sizes.

The idea of all these regulations is to enable the consumer to know how much he is receiving.

Specific regulations as to variation were taken up in relation to—

CANDY, which must be marked with the net weight or the gross and tare, or may be marked with the number of pieces of candy in the container.

CANNED GOODS, to be marked in one of three ways, either showing the weight of the total contents, fruit and vegetables plus the syrup or brine; or the weight of the fruit or vegetables and the weight of the immersing fluid separately; or the total contents in terms of liquid measure. A variation of 3 per cent of the amount stated on the can will be allowed.

CEREALS must be marked in terms of weight and a variation of 3 per cent will be allowed.

PAINTS AND OILS must be marked in one of two ways, either the weight of the contents in terms of pounds and ounces, or the liquid contents, and a variation of 3 per cent will be allowed.

BREAD must be sold by weight and the weight marked on the bread or wrapper. If the loaves are of standard size—such as half pound, one pound, one and one-half pounds, two pounds, two and one-half pounds, or three pounds—the letters may be approximately half the size of other sizes.

FLOUR in bags must be marked to indicate the net weight in terms of pounds or fractions thereof and a variation of 3 per cent will be allowed on an average of twelve bags.

BOTTLED BEER, a variation of 4 per cent. will be allowed.

SOAP may be sold by numerical count, but when sold by weight the weight shall be the actual weight when sold.

CHEESE of five pounds and over in weight must be marked in terms of pounds or fractional parts of the pound on the side or top thereof and the weight to be the actual net weight at the time of delivery. Cheese under five pounds must be marked in terms of pounds or ounces and a variation of 3 per cent on an average is allowed.

DRUGS AND CHEMICALS sold in wholesale shall be sold by net weight or measure and must be marked.

Amounts of variation are the same as those adopted by the New York State Board of Trade and Transportation.

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel**

CANVASSERS, MAIL-ORDER, AND DEALERS AT THE SAME TIME

HOW WHAT LOOKED LIKE A ONE-TIME PROPOSITION PROVED A GOOD REPEATER—THE ADVERTISING AGENT WHO LANDED A GOOD ACCOUNT BY ADVISING A SMALL EXPENDITURE—THE IMPORTANCE OF BEING WILLING TO BE SHOWN

By C. C. Collette,

President, Collette Manufacturing Co.,
Amsterdam, N. Y.

It certainly takes an expert to forecast a product's chances of making good, and sometimes the expert is wrong. There are times when the fellow who has been out in the field himself, and has rubbed up against some of the rough corners, knows more about conditions than the man who has "tendencies" at his fingers' ends, and knows his principles from A to Z.

When I was in college, I helped pay my way by canvassing during

capital, intending to advertise them and manufacture on a large scale.

I wrote to a number of advertising agents, and received the usual crop of optimistic forecasts. But the agent who impressed me most favorably said he was extremely doubtful whether Mendets would sell in sufficient volume to pay for any advertising campaign. He advised me to go very slowly until I was sure. He wouldn't hold out any great prospects of success, and based his objection upon the belief that a woman wouldn't want to use a cooking utensil with a nut on the bottom of it. We might sell them once, he thought, but they wouldn't repeat.

Now, I had been through the same state of mind myself. On my first trip with the Mendets I had taken along a small file, intending to file down the nuts as thin as possible after putting them on. But I found that the women to whom I sold the Mendets didn't seem to object to the nuts, and as the filing took time and was hard work, I discarded the file altogether. So I was pretty well satisfied that a woman would buy *once*. But I wanted to build up a distribution for the goods through retail stores, and for that purpose, of course, repeat orders were

absolutely necessary. I had placed some of the goods in stores myself, mounted on little easels to stand on the dealer's counter, but of course I had covered only a very limited area, and the problem of wider distribution was a different story.

The advertising agent told me that not only did he doubt whether the device would sell (because of the awkward nut on the bottom of the mended article), but that he was convinced that the only way it could be sold at all was by canvassers and mail-order concerns. That would prevent any dealer distribution, he believed, and he thought that there



Don't Throw It Away

Does Your Granite Dish or Hot Water Bag Leak?

MENDETS
A PATENT PATCH

They mend all leaks instantly in granite ware, hot water bags, tin, copper, cooking utensils, etc. No heat, solder, cement or rivet. Any one can use them. Fit any surface. Perfectly smooth. Household necessity. Send for sample box, 10c. Complete box, assorted sizes, 25c, postpaid. Wonderful opportunity for live agents everywhere. Write today. Collette Mfg Co., Box , Amsterdam, N. Y.

A PERSISTENT INQUIRY PRODUCER

the summer vacations. Traveling about, I sort of kept my eyes open for chances, and I soon noticed that there would be a big market for something which would mend leaks in kitchen and household utensils. I saw the need for it, made up my mind that such a thing would sell, and deliberately set out to produce it.

At first I experimented with chemical compounds without success. Then I conceived the idea of a washer either side of the hole, held in place by a nut on a short bolt. I canvassed with these goods—which I called "Mendets"—until I satisfied myself that they would sell. Then I raised some



Printing Aids For Advertisers

THE new Strathmore Quality Sample System will show you the greatest collection of original ideas on modern printing and paper stocks ever compiled. The Sample Books contain hundreds of illustrations and color suggestions. The cover, title pages and most of the inside illustrations were designed by Will Bradley. These suggestions will make your printing problem a pleasurable task.

Strathmore Sample Books are now being distributed. You can see them at your printers, or—wouldn't it be a good idea to have a set all your own? Write today for such of the following groups in which you are interested. Make requests on business letterheads, please—no post cards or blank sheet requests filled.

The "Strathmore Quality" Groups

Group No. 1. Writing Papers for all kinds of business stationery, letterheads, envelopes, billheads, statements, checks. Standard papers like STRATHMORE PARCHMENT, the finest business paper made, down to good medium grade. Some novelty papers, too, that stand out from the ordinary kind.

Group No. 2. Deckle Edge Book Papers. Beautiful artistic papers in smooth and rough surfaces, having deckle edges and in different textures for all purposes requiring a high grade, distinctive, uncoated Book Paper.

Group No. 3. Cover Papers and Bristols. The finest collection of Cover Papers and Bristols ever seen together. Shown in a diversified variety of textures, colors and surfaces. For catalog covers, folders, mounts, circulars.

Group No. 4. Announcement Stocks. These show sheets and envelopes to match for any kind of business announcement, tailor, department store or any business that wishes to send out a special announcement.

Strathmore Paper Company

MITTINEAGUE, MASS., U. S. A.

was nothing in the proposition except to go over the field once and sell as many individual consumers as possible. It didn't appeal to him as a stable, dealer-proposition, and he advised extreme caution at first to avoid sinking a lot of money in a losing proposition. Right here I want to say that I owe a good share of my success to that agent.

I cut down the amount of money I had intended to spend the first year to between three and four hundred dollars, and started with a one-inch "Agents Wanted" ad in the *Christian Herald* and *Farm Journal*. We intended to start with eight or ten mediums, but followed the agent's advice in cutting down to two.

The returns from the first attempt were enough to pay for the space, and we added other mediums as rapidly as we could. We had thought that it would not pay to go into the extremely high-priced magazines, such as the *Ladies' Home Journal*, *Butterick Trio*, etc., but finally we added them also, using the same one-inch space, from one insertion of which we have received as high as a thousand dollars in orders.

We were, of course, conducting a strictly mail-order and canvassing business (we had added a number of side-lines for canvassers to carry, though we did not manufacture any of them), and our original plan to cultivate the dealer was laid aside. In all of our advertising we used the phrase "agents wanted" and offered the goods direct by mail. The big mail-order houses carried Mendets, sending out thousands of circulars which we furnished imprinted.

It was therefore a great surprise to us and to the advertising agent when we began to get insistent inquiries from dealers, and before long the jobbers were wanting prices. We found that dealer demand sprang up every time we neglected to re-canvass a district within a reasonable time. The goods were repeating. The canvasser would sell the housewife a box of Mendets, and

if he didn't come back when they were gone she went to the dealer. Of course, the mail-order houses picked up quite a bit of the country trade, but enough went to the local dealer to enable us to stock up the jobbers and most of the big department stores. We furnished the dealer with circulars to distribute and electros for his local advertising. We have not been obliged to use anything elaborate in the line of signs, hangers, etc., as we have canvassed the country so thoroughly that a small card sign as a reminder is usually sufficient.

Our first appropriation of less than \$400 is all the outside money we have put into advertising. We have spent more than \$100,000 all told, and every cent of it has come into the business in payment for goods ordered as a result of advertising. We are selling goods all over the world; only the other day an order came in from an Australian jobber for \$1,260 worth of Mendets.

Sometimes I think my experience is a mighty good illustration of the foolishness of being bullheaded. We thought we wanted to go after the dealers first, and would have landed on a none too soft spot if we had insisted upon trying it that way. (Of course, there were plenty of experts ready to help us spend our money that way, and to advise us to spend a lot of it.) So we won the market, in a sense, by refusing to be bullheaded. And the advertising agent who thought people wouldn't use utensils with nuts on the bottom won an account by refusing to be bullheaded. A good deal of usefulness in this world is handicapped by refusals to listen to facts, and by the very human tendency to put opinion ahead of demonstration.

RED ROOSTERS HOLD LADIES' NIGHT

The first annual ladies' night of the Red Roosters was held at the La Salle Hotel in Chicago, on the evening of September 27th. Mr. and Mrs. Fred Ralston and Mr. and Mrs. A. C. G. Hammesfahr were the guests of honor. William H. Rankin, of the Mahin Advertising Company, was the toastmaster.

As Usual the New York American

Leads All Other New York Morning and Sunday Newspapers in Advertising Gain.

In September the NEW YORK MORNING and SUNDAY AMERICAN gained 137,601 lines in total advertising over the corresponding month of last year—which is considerably more than the gain made by any other New York Morning and Sunday newspaper.

Again the New York American

Leads All Other New York Morning and Sunday Newspapers in Dry Goods Advertising.

During the month of September, 1912, the NEW YORK AMERICAN published 331,549 lines of Dry Goods Advertising—a greater volume than that published by any other New York Morning and Sunday Newspaper during the same period. This represents a gain of 96,680 lines of Dry Goods advertising for the NEW YORK AMERICAN over the same period last year—a greater gain than that made by any other New York Morning and Sunday newspaper.

AND HERE IS THE RECORD FOR THE FIRST NINE MONTHS OF 1912.

In Total Advertising:—

| | | |
|----------|--------|---------------|
| AMERICAN | GAINED | 689,504 LINES |
| World | Gained | 266,971 Lines |
| Herald | Lost | 256,254 Lines |

In Dry Goods Advertising:—

| | | |
|----------|--------|---------------|
| AMERICAN | GAINED | 351,328 LINES |
| World | Gained | 256,876 Lines |
| Herald | Gained | 144,732 Lines |

From Figures Compiled by New York Evening Post

CONCLUSION:—The NEW YORK AMERICAN has been steadily forging ahead of all other New York Morning and Sunday newspapers in advertising gain month by month during the first nine months of this year. Mark you!—not a spasmodic gain now and then but a steady consistent gain. There is only one reason for this condition, and that is advertisers find the "Quantity-Quality" circulation of the NEW YORK AMERICAN brings BEST RESULTS.

Advertising That Pays *Grows*.

Advertising That *Grows Pays*.



WHO ARE OUR CUSTOMERS?

WELL FOR EVERY ADVERTISER TO BEWARE OF TAKING THE APPLAUSE OF HIS FRIENDS AS THE VOICE OF HIS MARKET—MEN WHO MUST FIRST BE SOLD ARE IN YOUR OWN ORGANIZATION—PROPER QUALIFICATIONS OF ADVERTISING MANAGER UNDER PRESENT REQUIREMENTS

By C. C. Winningham,
Adv. Mgr., Hudson Motor Car Co.,
Detroit.

To whom shall we advertise? Every advertiser has that question to answer in planning a campaign. I think too often the appeal is made to the wrong people. We forget who our customers are.

Of course every advertising campaign must have a purpose back of it more specific than the mere desire to keep the name before the public. To my mind that is the worst fallacy that has ever influenced the practice of advertising.

We are all talking about its being necessary to convince readers and the requirement of inspiring a feeling of sincerity. But we do not all agree as to the class of people to whom we should write. A salesman, if he is a good judge of the market, will seek the people who are most likely to be interested in his product.

No man's magic will appeal to all. If a man finds that he has ten prospects; that four persons want what he has and that by diligent and careful work he can convince two more and on two of the four remaining he must exercise a tremendous amount of work to get the sales and that the other two never can be sold, he is a wise man who stops with the six easy sales. The two which could be sold are not worth the energy required to secure the order and the other two are impossible.

Advertisers in developing their campaigns often plan them to please their friends. They like to hear the applause of their acquaintances. No man, no matter how well he is known, can ever

completely feel the pulse of his advertising because he does not know enough people who characteristically express the viewpoint of those to whom he should advertise. His friends and acquaintances have a biased point of view because of their intimacy with him.

A successful theatrical man—playwright, producer or actor—does not direct his efforts to his friends, to members of his family or to his employees. It is the public that he wants to influence. The man who leads the orchestra may object to the jokes that the comedian depends upon for a laugh. The first time he heard them the orchestra director was just as much amused as anybody would be. But he has heard those same jokes night after night, month after month and they are pretty sickening to him. The few times the box-office man has been in the house has served to make those jokes appear threadbare to him. But neither of these people is responsible for the viewpoint of the audience. The people who have paid \$1.50 and \$2.00 apiece for the seats are the only ones the producer is after. If the orchestra leader suggests that this play is getting pretty old and he does not think the jokes have the same briskness in them that they first possessed, he does not make a hit with the producer if the house is being packed every night.

In advertising, too many people listen to the criticism of the orchestra leader and the box-office man. Too many advertisements are prepared to please members of the advertiser's family or to satisfy the whim of a friend who admits that he knows nothing about it and then proceeds to tell all about it; or they work in the ideas of the factory manager or the purchasing agent.

This brings me to the point I want to make in this article—the men who must *first* be sold. No matter how carefully worked out is the campaign, or sound its reason so far as it affects the public, you must convince the men in the organization that it is the best thing to do. If you do not, no

matter how good the campaign, how influential it would be upon the public, you lack the co-operation of your associates. The cold water they throw upon the idea, the lack of co-operation and indifference they show, will prevent your success. Advertising men have a harder task, if they are real advertising men, than the mere writing of copy. the classification of publications and the correct storage of electrotypes—they must "sell" their associates.

They must have every man in the institution believe they are right, and unless such a feeling of confidence is uniformly felt by every member of the organization toward the advertiser's plan, as a patient should feel toward a doctor, an advertising man cannot hope to be a complete success. This requires tact, sincerity, temperament, persuasiveness, personality and many other qualities in addition to ability. I know many able advertising men who always will be minor influences in advertising work because they are unable through lack of personality and temperament to inspire confidence in their associates.

Some of these men fortunately have formed associations with men who are able to sell their services. So the principal requisite in planning an advertising campaign is first to get the enthusiastic, unanimous support of all the people who directly or indirectly have any influence in carrying out the idea.

PRONUNCIATION OF TRADE NAMES

STANDARD PRINTING COMPANY.
HOLYOKE, MASS., Sept. 30. 1912.

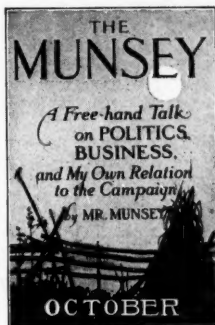
Editor of PRINTERS' INK:

As an interested reader of the Little Schoolmaster I ask if it wouldn't be a good idea for advertisers having an uncommon name, firm or article advertised to tell the buying public how to pronounce it, using the common way as used in dictionaries.

There are a great many people who cannot pronounce such names as the Bauer Chemical Company's Sanatogen, Kirschbaum's Clothes and many other leading lines.

Perhaps the public are to be given the credit for knowing how. Are they?

CHARLES H. MOHAN,
President.



Magazine Facts

ASK your news-dealer today how each national magazine sells.

Then ask any other newsdealer.

You'll find that **MUNSEY** is one of the three leaders.

Try it.

The Frank A. Munsey
Company

175 Fifth Ave., New York

RETURN CARDS—C. O. D.

BENEFITS WHICH WOULD UNDOUBTEDLY BE DERIVED BY THE GOVERNMENT AND ADVERTISERS IF POSTAGE WAS PAYABLE ONLY ON THOSE RETURN CARDS ACTUALLY MAILED BY INQUIRERS—A DECISION WHICH IT IS SUGGESTED ADVERTISING MEN MIGHT PUT OVER

By Charles C. Casey.

[EDITORIAL NOTE:—By a curious coincidence this article by Mr. Casey came to PRINTERS' INK simultaneously with that of Mr. Finney, published two weeks ago.]

What would it mean to the advertiser if he could enclose a return card which required no postage until it *came back*?

Millions of stamped return cards and stamped return envelopes are destroyed every year unused.

Advertisers enclose stamps because they know it increases the returns and the cashable value of the advertising, even in the face of the fact that prospects who do not answer are under no obligation to return the stamps.

The number of stamps enclosed in outgoing advertising mail can hardly be less than 100,000,000 a year, and is probably much greater.

Even that number means from \$1,000,000 to \$2,000,000 a year net loss in postage, assuming that many of the stamps are two cents and over.

If the cards were such that it were only necessary for the advertiser to pay postage on those *returned*—only on those that were used—it would mean an enormous direct saving to those now able to use stamps.

It would have a many-fold greater dollars and cents value to those who cannot use stamped cards, through the increase in the efficiency of mail advertising, because the new card would increase their returns.

Thousands of advertisers who are not now willing to "plunge" on advertising to the point of enclosing stamped return cards or envelopes, would gladly pay postage on the cards that are returned.

Hundreds of millions of advertising letters go out every year with unstamped cards and unstamped return envelopes, because the expense of stamped cards is too great.

Enclosing a stamp makes a difference of from one-fourth to three-fourths in the returns, which may mean a difference of thousands of dollars in a campaign, yet it costs money and takes more appropriation.

For instance, if a certain campaign involving say 100,000 letters, brings business with a plain return card amounting to \$1 for each letter sent out, it likely will bring back from 50 cents to \$3 per letter *more* if a stamped card is enclosed. Yet the 100,000 letters will cost \$1,000 more, and lots of appropriations won't stand it.

There is a tendency to limit appropriations to a definite fixed sum beyond which the advertising manager cannot go. If he is expected to cover a wide list, he may—and probably will—have to economize on outgoing postage.

The fact that one or two cents additional cost per piece may double the value of the advertising makes no difference, if the appropriation won't stand the increase.

If return envelopes or cards could be enclosed with only a sign, "Postage collect-under-decision - umpsteen - forty - four," printed up in the corner, advertising managers would be able to send additional business to the board of directors without fear of its being refused because it required a stamp to get it.

Many boards of directors would rather pay a five-dollar bill for an order, C. O. D., than to pay one cent to send a letter in search of the same order.

Stamps do cost money and nobody wants to buy them by the thousand to fill the waste baskets of people who are too "hard-hearted" or "ignorant" or "wise" to be influenced by advertising letters.

Yet of the two losses, it is considered better by the most progressive advertisers to pay one

Brooklyn Property Increased In Value Nearly Twenty-Five Millions In Past Year

The 1913 tax assessments, just announced, show the official valuation of Brooklyn real estate—a grand total of \$1,578,887,782, an increase of \$22,606,343, or 1 4/10% in just twelve months.

Look into the assessment values per capita, or the increase per year of real estate of any other city, and you will get a vital demonstration of the progressiveness and *spending power* in that city. And you will be struck with the highly favorable comparison that Brooklyn will make.

Your goods have extra chance to sell widely in a city where, without ap-

preciable effort on the part of owners, the value of home and business property *puts nearly thirty millions of new wealth into their pockets each year.*

And when a group of newspapers in such a city are available which are as firmly rooted in the regard of Brooklyn families as sturdy old oaks—with a “home flavor” found in few other newspapers anywhere—then you have a great combination for doing business. Are you getting your share? Have you studied Brooklyn as you ought? You can get any further information you desire by addressing:

Brooklyn Standard Union

Brooklyn Freie Presse

Brooklyn Citizen

Brooklyn Daily Times

Brooklyn Daily Eagle

Marshall Field

after careful investigation said—



**ONE
SUBSCRIBER
IN THE
HOME
IS WORTH
TWELVE
STREET
SALES**

MARSHALL FIELD

**THE JOURNAL-GAZETTE
FULFILLS MARSHALL FIELD'S
IDEA OF THE BEST NEWSPAPER
CIRCULATION FOR THE ADVERTISER**

THE PROPORTION OF THE JOURNAL-GAZETTE STREET SALES TO ITS TOTAL CIRCULATION IS .001.

THIS PROPORTION IN THE CASE OF ANY OTHER ENGLISH DAILY IN FORT WAYNE IS NEARLY 100 TIMES AS GREAT.

THE JOURNAL-GAZETTE GUARANTEES MORE SUBSCRIBERS IN THE HOMES OF FORT WAYNE THAN ANY OTHER NEWSPAPER.

Its circulation is *greater* than any *two* other Fort Wayne, Indiana, papers.

The Journal Gazette reaches every other home on the fifteen rural routes out of Fort Wayne, and goes into every three and one-half homes within 50 miles of the city. The only morning paper in a city of 70,000.

Examined by A. A. A.—
bonafide—in every respect.

JOHN M. BRANHAM CO.

Representatives

New York—Chicago—St. Louis

or two cents more for the increased returns than to pay the even greater cost of sending additional letters and enclosures as well as the additional expense of mailing, to get the same returns.

It is less wasteful to let prospects throw away a one cent return card than to let them throw away a five or six cent piece of advertising which a return card might have saved.

It is being established that it takes the average person longer to throw away a clean new one-cent stamp than to throw away a dozen cancelled two cent stamps.

In fact, it is mighty hard for the average person to turn around and deliberately throw a perfectly good stamp, or its equivalent, into the waste basket. It requires an effort, and then there is a strong temptation to reach in and get it out again, for postage looks like money to the average person.

The new card might not be quite so strong in this respect, but it would still have "value," and that is what is hard to throw away—it is the element of value, the human inability to throw away anything that is worth money, which makes the stamped card effective.

Advertising men have put over a good many decisions which have greatly benefited advertising—some of them were necessary to make advertising possible—and the pay-when-delivered return card is not an impossibility.

There is no very good reason why it should not be allowed, and there are many good reasons why it should be.

It would not decrease the Government's revenue, for, while it would stop the sale of the stamps that are now wasted, it would so greatly increase the effectiveness of advertising that it would cause many more return cards and letters to be mailed.

Thousands of advertisers who never enclose a stamp under present conditions would use return cards under such a decision, thus greatly increasing the returns from their advertising and causing the same concerns to do more advertising.

The Government, which, in the last analysis, is the ultimate consumer so far as finance is concerned, cannot profit from the buying of postage to throw in waste baskets.

Even if the new method would reduce the number of stamps used, it would be profitable for the Government to permit the change for economic reasons alone.

It would certainly mean reduced cost of effective advertising and reduced cost of doing business, which would tend ultimately toward lower prices.

It would seem that the advertising associations have it in their power to secure a postage ruling of this kind.

It might be necessary for one to show the postmaster general that such a ruling would be beneficial to the country—that the benefits would be greater than the cost.

It may be necessary for one or more of the associations to work the problems out in detail, through committees or otherwise before the post-office authorities can be convinced that it would be a good thing, but that is partly what the associations have been organized to do.

WOULD POSTAGE-DUE STAMPS SERVE THE PURPOSE?

DETROIT, MICH., Oct. 1, 1912.

Editor of PRINTERS' INK:

The writer notices your article on page 10, issue of September 26, on the "Paid-on-Delivery Letter." The suggestion made by Mr. Finney of a coupon that can be stuck on the envelope is well enough in its way but is of limited application.

I understand that any first class mail will be forwarded postage collect, providing there is no return card showing the name of the sender. I may be mistaken in this, not having the time to look it up, but that is my impression. If this is so, all that would be necessary to cover the case would be to say in your advertisements that the party who answers the ad can forward the inquiry without postage and it will be paid at the other end.

The general idea of having the postage paid by the party most interested in getting the letter is a good one. I have often thought that if the Government would distribute postage-due stamps it would help out a great deal. Supposing, for instance, that you wanted to circularize a list of names. Instead of sticking a postage stamp on the reply envelope (which stamp would

Ideal

The
ideal advertiser
is one making
a useful,
beautiful and
necessary
object or article
which he sells
at a fair price.
The ideal
purchasing
community is
the readers
of The
Woman's Home
Companion.

cost us money) we would go to the post-office and get a couple of thousand postage-due stamps without payment. These we would stick onto the envelopes and only pay as the replies came back.

Or it might be that the Government could authorize people to print on their reply cards a guarantee that the postage would be paid upon its return, very much in the same way as they now allow us to use a permit stamp instead of the regular postage stamp. We send out a great many letters and pieces of advertising matter and would be very glad, indeed, to prepay the replies, but there is no way of doing this except by paying postage on a great many cards and envelopes that probably would never come back to us.

If Mr. Finney's suggestion meets with the approval of advertisers generally, why wouldn't it be a good idea to put the matter up to the post-office department and work out some plan of prepaying replies, which would not only be a benefit to advertisers, but also greatly increase the revenue of the post-office.

C. S.

IS MR. FINNEY'S PLAN WHOLLY PRACTICABLE?

LORD & NAGLE COMPANY
Textile Publishers,
144 Congress St.,

BOSTON, Oct. 1, 1912

Editor of PRINTERS' INK:

Mr. Finney's plan as mentioned in his article on "The Paid-On-Delivery Letter" seems to me to be open to one serious objection. As he states the trouble with postage stamp business is that people do not have stamps when they want them. I am inclined to think that there are just as many people who haven't mucilage or paste in the house with which to paste onto the envelope the coupon as suggested by Mr. Finney.

Mr. Finney's article recalled to my mind the plan I have frequently thought might be carried out in this respect. At the present time the post-office will deliver a letter on which there is, say, a two-cent stamp, whereas there should be four cents in postage stamps on the letter; that is, they will deliver it with "postage due," which postage must be paid before they will hand over the letter.

Why couldn't this present plan be extended so that all letters, even when there is no stamp on them, will be delivered to the party addressed, whatever postage is due to be collected on delivery?

Of course this would be open to many objections due to the extra time that would be necessary for the delivery of letters, but the idea would be to have it used only on business communications where an advertiser is willing to pay the postage.

If this were done, the advertiser, instead of requesting the prospective customer to paste a coupon on the letter instead of a postage stamp, would instruct him to mark in the upper right-hand corner, where the stamp would appear, the words "Postage collect—Permit No. XYZ."

J. J. McPHILLIPS,
Advertising Editor.

THINKS IT IS AN EFFICIENCY MOVE

NATIONAL QUALITY LAMP DIVISION
OF GENERAL ELECTRIC CO.
CLEVELAND, Sept. 27, 1912.

Editor of PRINTERS' INK:

I have just read with a great deal of interest article by Frank Finney, subject, "Paid-On-Delivery Letter."

While I have not analyzed fully just what a work it would mean, still it appears to me as a thought that is well worth a great deal of consideration as it would certainly make for great increase in percentages of efficiency in most all advertising. The scheme might be extended to include return post-cards and self-addressed envelopes which are so often used in directing advertising.

I would like to see PRINTERS' INK start something on this subject and I intend to bring up the discussion before the Cleveland Advertising Club for their serious consideration.

I would thank you for keeping me advised of any developments along this line.

N. H. BOYNTON,
Mgr., Dept. of Publicity.

DOESN'T LIKE TO BE "WORKED"

LUTHER GRINDER MFG. CO.
MILWAUKEE, WIS., Oct. 4, 1912.

Editor of PRINTERS' INK:

I have just been writing to a hardware paper which has put one over me in good shape. It is, of course, one on myself entirely, but still I do not think that an honorable house would do this way. If it is a common practice I would like to see it mentioned in your columns. We have been carrying regularly with them about one-eighth page space.

In the spring they wrote me that they noticed that the copy had not been changed for some time and suggested that they would prepare new copy for us without charge. I told them to go ahead. Their ads came in and I O. K'd them. It was only the other day that I noticed that the ads I O. K'd were quarter-page ads and they had been running quarter-page for us regularly. Now while I was to blame for O. K'ing these ads at all, when a person has a good many things to O. K., he hasn't time to look into the history of each individual ad and see that it is exactly the size ordered. I feel that it was a pretty smooth game that they worked.

The amount involved is, of course, small, but it is the idea of being worked that I do not like in connection with any publishing house with a supposedly high standard of business honesty.

L. L. NEWTON,
Adv. Mgr.

Wallis C. Larned, Jr., formerly Western manager of *Scribner's Magazine*, has recently been appointed as advertising manager of *The Bellman*, Minneapolis, to succeed Jos. H. Husband.

NO ONE EVER GOT HIT BY THUNDER—LIGHTNING IS WHAT HITS

"Big City Women's Magazine" Advertising is but a Rumble
of Thunder to the 19,000,000 people in Towns
of 100 to 5000 population.

Woman's World circulation is the lightning
that hits one home in every three there

In 33,910 towns from 100 to 5,000 population, with a total population of 18,918,105, or 3,600,000 homes, the Woman's World circulation is 1,214,955, so that **one home in three** subscribes to it.

The largest large town medium gets into only 1 home in 56 in the Woman's World Field.

ARE YOU BEING SOLD THUNDER WITH A LIGHTNING LABEL ON IT?

The 1015 towns from 5,000 to 25,000 population have 9,963,746 total population, about 2,000,000 homes. The Woman's World has 308,827 subscribers there and is in one home in seven in that field.

In support of our claim for Woman's World superior advertising efficiency in the small town field—

We can omit its circulation in towns over 25,000 population.

We can omit its circulation in the post-office towns of less than 100 population.

And even then Woman's World has 1,533,784 subscribers in the 34,925 towns from 100 to 25,000 population—

Which have a total population of 28,160,571, or about 5,600,000 homes, giving Woman's World a circulation of **one home in every four** in this tremendous population.

NO OTHER MAGAZINE EQUALS IT

Some Magazines are frank enough to give their figures.
Others are not so frank.

But—compare all you can get!

Three years ago you will remember how apologetic many magazines were for what "small town" subscriptions they **had to acknowledge.**

To-day they boast of—and exaggerate—what they once referred to as "A sprinkling, of course, goes into the small towns."

WOMAN'S WORLD
NEW YORK **CHICAGO**

COMPULSORY CIRCULATION STATEMENTS UNDER NEW POSTAL LAW

CONSTITUTIONALITY LIKELY TO BE
TESTED WITHIN A SHORT TIME—
ELASTICITY OF OPINION AS TO
WHAT ARE "PAID SUBSCRIBERS"—
GOOD INTENTIONS NO EXCUSE FOR
AMBIGUITY

With the exception of a small minority of publishers, whose views are presented below, there seems to be little satisfaction with the new postal law, particularly with the compulsory circulation statement clause. PRINTERS' INK wired Colonel Mapes, Secretary of the Cream of Wheat Company, and asked his views as the advertiser most likely to be in favor of a hard and fast law regarding circulation statements. Colonel Mapes's reply follows:

CREAM OF WHEAT COMPANY
MINNEAPOLIS, Oct. 3, 1912.

Editor of PRINTERS' INK:

Replying to your wire September 22nd, asking my views as to compulsory circulation statements required under the new postal law, will say I see nothing harmful in that particular section of the law referred to, although I doubt very much whether there is anything particularly beneficial in it, to the general reading or advertising public. There seems to be no provision in the law for giving general publicity to this section to the only class whom it would particularly interest, viz.: the advertiser.

In the second place, a sworn statement is frequently not worth the paper it is written on, and unless the Government followed up each individual case by verifying the sworn statement I don't believe it would be much more valuable to them than such statements have proven to be to the advertiser. Of course all publishers don't lie about their circulation, and many of those even that do won't swear to it, but the average publisher's conscience is very elastic, and many of them do not consider swearing to a false circulation statement as anything more than a very venial sin.

E. MAPES.

Of course the advertiser would hardly benefit if the required statements were to be locked up in the archives of Washington, and published only in obscure corners of the papers themselves, but it is stated that any person with a reasonable excuse may

have access to the original statements filed with the department.

It is practically certain that, before very long, a suit will be brought to determine the constitutionality of the new postal regulations, requiring the publication of the names of the editors and stock and bondholders of publications admitted to second-class entry, and in the case of daily newspapers of circulation figures as well. A large majority of newspaper publishers are opposed to the law. According to Washington dispatches 8,000 publications of all classes have already filed the required statements and published their affidavits in their own columns. The minority opinion of the newspaper publishers is expressed in the following letter, sent by James M. Thomson, publisher of the New Orleans *Item* to the president of the American Newspaper Publishers' Association:

NEW ORLEANS, LA., Sept. 30, 1912.

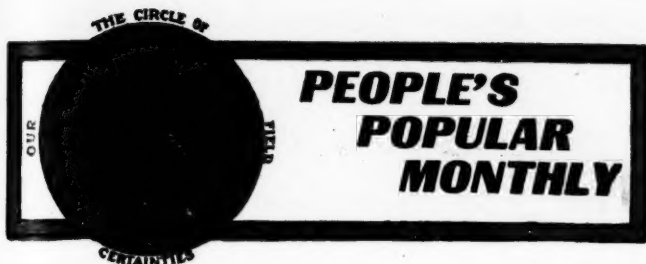
E. H. BAKER, President, American
Newspaper Publishers' Association,
World Building, New York, N. Y.

I have been over a good part of the material contained in the new law, and am inclined to believe the result of the enforcement of this law will be for the good of the country.

The fact that daily newspapers are singled out to present sworn affidavits of circulation does not militate against the proposition that they should make official, truthful statements of their circulation. Now, I am also in favor of the inclusion of weekly newspapers, and of magazines, in these statements of circulation made to the Government. The law that Congress has passed should be strengthened in this regard. Advertisers throughout the country should know exactly what quantity of circulation they are buying, and should know something about its distribution. This would leave only the quality circulation to be argued about.

The people who have large interests in the publishing business will, as a rule, be in sympathy with this law. The New York *World* expresses itself as favoring the law, provided it were made a State law instead of a National law. That, in itself, seems to me to be a distinction without a difference. We are all citizens of the Republic. A great proportion of the advertising business is general or interstate business. We all benefit to a great extent by the Government control of mails and by the very low postal rates the Government makes for us.

I do not believe that our association should use its resources to fight the



The Middle West Year

This is the year of the Middle West. There have been big crop years before.

Every year the Middle West leads the Nation.

This year the Middle West has outdistanced its own best records.

No other section of the country will have anything like the net amount of money to spend, that the Middle West will have.

Not only the farmers, but the merchants, jobbers, mechanics, town people and all share this prosperity.

This is your opportunity, in this year of unexampled prosperity, to build big.

Tell your story in every home of this prosperous Middle West.

The jobbers' salesmen will cover this Middle West as never before. 200,000 small town dealers will push your goods if you give them hearty co-operation.

Stupendous sales are bound to be made throughout all this territory.

See that it is your goods that are sold.

Concentrate your advertising forces in this richest field.

Use every good medium that covers this field.

And, HEAD YOUR LIST WITH—

The Magazine of the Middle West The People's Popular Monthly

It is the **ONLY** magazine that concentrates its circulation in the Middle West.

It is published in the very center of the Middle West.

It is edited for the Middle West.

It fits Middle West Conditions.

It makes no effort to secure circulation outside the Middle West.

But, it covers this field with less waste than any other medium.

September 1912 issue had a sworn circulation of 538,106.

In its vital hold on the rural and small town reader it has no equal.

Its readers have an aggregate income of more than \$600,000,000 a year and they have confidence in the magazine and in its advertising columns.

Let us prove to you, by figures, that you can reach more homes in the Middle West, through the People's Popular Monthly, for every dollar invested than through any other medium. And your appeal will reach every member of the family and not the man alone.

People's Popular Monthly

DES MOINES, IOWA

W. E. RHODES,
1017 Unity Bldg.,
Chicago, Ill.

R. R. RING,
711 Globe Bldg.,
Minneapolis, Minn.

C. A. COUR,
409 Globe Democrat Bldg.,
St. Louis, Mo.

DAVID D. LEE,
1702 Flatiron Bldg.,
New York City.
O. G. DAVIES,
306 Gumbel Bldg.,
Kansas City, Mo.

The International Studio

is the best
advertising
medium for
expensive luxuries.

Largest monthly
circulation at
fifty cents a copy
in the world.

\$120 a page.

120 West 32d Street
New York City

new law. I would much rather see it use its resources in assisting Congress to pass a better law—one that would make everyone in the magazine, class publication, and country weekly field come up to the mark.

It is going on thirteen years since I first owned and conducted a paper, and in all that time I have been working for open circulation books all around. In that time I have found no difficulty by the application of energy in getting my fair share of the business in proportion to circulation and standing of my paper.

I do not take this position solely because the new law happens to make it to my interest. The newspaper publishing interests in the country, particularly those represented in the American Newspaper Publishers' Association, are strong enough in my judgment, to take the position of favoring anything that provides for honesty in its administration of the newspaper.

The more the public knows about newspapers, the more it is going to advertise. The more honest the newspapers are with the public in every direction, the greater their value as properties, and the more certain their prosperity.

While this is the view of the New Orleans *Item* on the new law, we desire to go on record as being willing to subordinate our own views to the will of the majority, and to heartily cooperate as far as funds are concerned, and in any fashion considered necessary by the officers and Board of Directors of the American Newspaper Publishers' Association.

With kindest regards, I am

Very truly yours,

The New Orleans *Item*,
JAMES M. THOMSON,
Publisher.

The majority of the publishers, however, believe that those who take the position of Mr. Thomson do so because they have not fully weighed the full import of the law. It is an unwarranted interference with private business, they say, and moreover is so loosely drawn as to make many technical violations practically inevitable.

For example, what is a "paid subscriber" within the meaning of the statute? Attorney General Wickersham in his published opinion on the subject, defined a paid subscriber as "one who personally orders the publication for at least three consecutive issues." That is, of course, interpreted to include regular news-dealers and agents. But the law requires the publication of "the average of the number of copies sold or distributed to paid sub-

sibers during the preceding six months," and the big city newspapers are asking how they can determine the number of paid subscribers when the orders of newsdealers and agents are never the same for three consecutive issues. In other words, since the number of copies ordered in advance fluctuates from day to day and does not remain stationary for three-day periods, the strict interpretation of the law would exclude all news-stand sales. Thus the paper with a bona fide circulation of 80,000, might be constrained to state its "circulation" as two thousand odd; a manifest injustice.

As a matter of fact there seems to be considerable leeway left for the conscientious scruples of the individual publisher. The publisher of the *Chicago Tribune*, for example, feels justified in giving his circulation "to paid subscribers" as, daily, 220,500, and Sunday, 304,325, while the publishers of the *Christian Science Monitor* feel obliged to state that the number distributed to paid subscribers was 44,971. It is necessary for the latter publication to issue a supplementary statement explaining that its news-stand sales—which were not paid for in advance and hence not included in the Government report — amounted to 11,413 copies. From the very nature of the *Monitor*, whose circulation is not confined to any one section of the country, its proportion of advance subscriptions would naturally be much greater than that of the average city daily. If the Government adopts the *Monitor's* conscience as the standard, would the *Tribune* be excluded from the mails for giving a statement which, while undeniably true, violates the letter of the statute?

The provision for marking reading notices as "advertisements" is also causing considerable uneasiness because of the absence of any definite knowledge of its interpretation. A great deal of correspondence is being carried on between agents and publishers, and advertisers



The Best Salesman in Nashville

is the DEMOCRAT—every morning and Sunday—and it costs 5 cents per agate line—flat. If you think your business in Nashville should be larger than it is, why not engage the DEMOCRAT for a few months and watch the results? A few have tried it, and now they have the DEMOCRAT working for them and their products every day.

The local merchants in Nashville ought to know something about it—and the extent to which they use the advertising columns of the DEMOCRAT proves its 100% advertising value. In the first twenty-eight days of September the DEMOCRAT published 233,156 lines of local display, leading the other morning paper by 20,678 lines during the same period.

The Association of American Advertisers examined the circulation of the NASHVILLE DEMOCRAT and their certificate shows 26,271 daily.

Engage the best salesman in Nashville and watch your business in that vicinity improve.

Let us tell you more about it.

THE JOHN BUDD COMPANY
Advertising Representatives
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

who are large users of the reading notice form are wondering just what the outcome will be.

With regard to the publication of owners' names, the publishers want to know why a similar rule is not made to apply to department stores or any other form of commercial venture. They want to know why, when a daily paper circulates only a very small part of its editions through the mails, it should be required to print the statement in those papers which are sold on the street to casual buyers, and of which no account is taken in the statement. Many of them regard these things as unconstitutional interference with private business, and there is every promise that the question of constitutionality will shortly be brought up in the courts.

In the last analysis, the purpose of a law is one thing and the means of accomplishing it another. The doctrine that the end justifies the means has been pretty well exploded, and the possibility that the framers of the present statute had a laudable purpose does not excuse looseness and ambiguity in carrying it out.

EDITOR OF "THE VOICE" APPOINTED

At a meeting of the publication commission of the Associated Advertising Clubs of America held in New York Thomas Dreier, of Boston, was appointed editor of *The Voice* and C. Edgar Snow Eastern representative.

The Voice will remain the exclusive organ of the Associated Advertising Clubs. The publication committee will be enlarged to include prominent men in all branches of advertising. S. DeWitt Clough, of Chicago, is the chairman.

COULD READ WRITING, THANK YOU

A catalogue of farming implements sent out by the manufacturer finally found its way to a distant mountain village where it was evidently welcomed with interest. The firm received a carefully written, if somewhat clumsily expressed letter from a Southern "cracker" asking further particulars about one of the listed articles.

To this, in the usual course of business, was sent a typewritten answer. Almost by return mail came a reply:

"You fellows need not think you are so all-fired smart, and you need not print your letters to me. I can read writing."—*Everybody's*.

HOW TRADE PAPERS CAN BE MADE BETTER

THINGS WHICH SHOULD BE DONE AND OTHERS WHICH ARE BEING DONE TO BRING TECHNICAL PUBLISHING AND ADVERTISING INTO THEIR OWN—DANGER WHICH LURKS IN OVERLOADED COLUMNS

By J. C. McQuiston,
Mgr. Pub. Dept., Westinghouse Co.,
Pittsburgh.

Following is the text of an address delivered before the Federation of Trade Press Associations at Niagara Falls.

A trade paper that contains new and progressive ideas is indispensable in its field. Big prices are paid for ideas. Did you ever stop to think of the ideas that are bought and sold without any knowledge of what was behind the author of the idea? In the history of the air brake, it is brought out that Mr. Westinghouse, the inventor, was prompted to consider the use of air for braking trains because he read in some paper that compressed air had been used in tunneling through the Alps in 1861. What a wonderful thing it was that a paper carried a suggestion that created in a man's mind an idea which has worked such wonders in transportation!

Ideas are being carried every day to the workshop and to the office through the splendid journals published in the trades and professions. There can be no doubt that the efficiency of the office and the shop is being raised hourly by the dissemination of valuable data which either contains or suggests ideas which work to the improvement of conditions.

It is on the ladder of ideas that the young men in the railroads, in the industries and in the professions gain recognition and promotion. A young man in the railroad may say, "But I am not a genius and how can I get an idea?" Good advice for him is, observe what is being done about you; read the papers which deal with your company's business and keep on the lookout for methods which, if applied to the business, may work economies, or increase production, which is the same thing.

In Iowa Wallaces' Farmer is practically an institution. Edited by the best posted and most entertaining agricultural writer in the country, it has established close and confidential relations with both subscribers and advertisers which make it a unique power for increasing sales for any reputable house seeking increased trade in Iowa and neighboring states.

THE AMERICAN SEEDING-MACHINE COMPANY
INCORPORATED
ADVERTISING DEPARTMENT

Springfield, Ohio,
2/19/12

Wallaces' Farmer,
Des Moines, Iowa.

Gentlemen:-

Why do we use Wallaces' Farmer? Because it has quality; goes to the people we want to reach; has clean editorials and reading columns; and gives us good results. We think that the subscribers to Wallaces' Farmer buy it because they want it and after they get it they read it.

Very truly,
THE AMERICAN SEEDING-MACHINE CO.,

Dictated by
Ed. S. Ralph.

Wallaces' Farmer is to-day the only Iowa agricultural paper which has built up its circulation by requiring pay in advance for subscriptions and stopping when the time is up, thus guaranteeing advertisers a clean and legitimate circulation. Its readers take the paper, pay for it and read it every week because they know it will help them every week in the year. It is the Standard Farm Paper of Iowa.

WALLACES' FARMER, Des Moines, Iowa

George W. Herbert, Inc.,
Western Representatives,
First Nat'l Bank Bldg.,
Chicago, Ill.



Wallace C. Richardson, Inc.,
Eastern Representatives,
41 Park Row,
New York City.

Member of Standard Farm Paper Association.

NEED OF STANDARDIZATION

As papers have more completely covered each and every field, there has appeared the necessity for more standardization. Some have come to recognize one size as standard; to have the same size of page, the same width of column, and same number of columns to the page. All this is aiding the advertiser to accomplish a maximum for a minimum outlay; enabling him to so frame his illustrations as to make them adaptable to a combination of papers, and in many cases to so lay out his own catalogues and books as to make the sizes of cuts used in them correspond with those in the trade papers.

As insurance is a mutual business, so the publication of technical and trade magazines is mutual,—benefiting all sides—the manufacturers or makers, the distributor, the user—the whole industry.

That a result approaching a maximum may be brought about through a trade medium, it is necessary for the engineer, the specialist with the manufacturer and all who know the "inners" of the devices, and the users to give cheerfully of their experience.

And should the editor of a trade paper accept from the manufacturer articles and items sent in by so-called clever advertising men of manufacturers? Yes and no. If he writes them himself—generally no; if they are written by specialists, and contain new thoughts about new things, improvements to old things, or novel and interesting applications of things—yes. But don't let the advertiser influence your editor to publish some old stuff about a side-wheel steamer just because he will take a page advertisement on side-wheel steamboat equipment in the same issue in which the article will appear. I think many editors overlook the value of a great deal of matter sent in by manufacturers because they consider it only in the form in which it is submitted. If the time were taken in many cases to

pick out the underlying points of value and dress these to suit specifically the paper and its readers, much good matter would be the result.

The straight line in the trade publication is to give to the reader (without a thought of the advertiser) the most really good information he can digest that is applicable to his line or field. This will enlarge and make more useful every true and earnest worker who reads. To such a paper the advertiser will make a beaten track.

Some papers carry too much advertising in proportion to the editorial matter. I would not presume to suggest the ratio the advertising section should bear to the main part of the paper, but I think we will all agree that it is fatal to overload a trade paper with too much advertising matter. Unlike a railroad train, you cannot as quickly discover that you are overloading, and when the discovery is made, the cost of repairs may be very great, and perhaps recovery entirely impossible. Now, while referring to the relations of advertisements to the editorial policy of a publication, we may again consider a train with its load of material matter. Merchandise commonly transported is at times confiscated to make steam to move the train. It should be the united effort of publisher and advertiser to so raise the level of the advertising matter forming the lading of a publication that the carrier may be strengthened, not weakened, and made a strong vehicle for the dissemination of useful information.

THE EDITING OF ADS

It has been recognized, I believe, by some of the foremost publishers of trade and technical papers that advertisements should be edited. The advertiser who makes good use of the space which he purchases has usually some considerable interest in the appearance of the advertisement appearing opposite or on the same page with his advertisement. Just

"Street Car Advertising

helps better than other mediums
in the distribution of our goods."

"We state with confidence that car advertising appeals to the retail dealer with more force than either newspaper or magazine advertising. We base this belief on the unanimous statements of our salesmen that the retailer welcomes street car advertising more cordially, sees it himself more generally, and is more easily convinced by it of the manufacturer's intention to advertise and especially to advertise permanently. We have learned this by experience, and find that street car advertising helps better than other mediums in the distribution of our goods."

So wrote one of the oldest and largest advertisers in America.

Street car advertising follows true distribution lines.

1. The cars circulate towards the shopping centres, enabling purchasers to call at the big stores for your product.

2. They connect the neighborhood stores by a web of lines making possible a consumer demand at the most outlying retail posts.

Thus reaching both the metropolitan and suburban districts, street car advertising provides a **complete** distribution in any city.

The retailer is familiar with street car advertising. Very likely he is using it in a local way himself. He knows that he can safely stock any product, with street car advertising behind it, because the demand for some of his biggest sellers has been created by street car advertising.

Most important of all, he knows that short time contracts are not accepted and that he is protected in stocking because the street car advertising can't be withdrawn after he has placed an order.

In which leading cities do **you** want more distribution?

Street Railways Advertising Co.

CENTRAL OFFICE
First Nat'l Bank Bldg.
Chicago

HOME OFFICE
"Flatiron" Building
New York

WESTERN OFFICE
242 California Street
San Francisco

A KEY TO MAGAZINE ADVERTISING

CHRISTIAN HERALD

Mere CIRCULATION is no real gauge of advertising value—even though it be of high *quality*.

More and more buyers of space are constantly analyzing *intrinsic copy-for-copy value*.

But many continue to allow *Bulk and Numbers* to distort their judgment.

No publication can lend a respect and validity to the advertising it carries beyond that which it has secured for itself.

To standardize brand, those mediums are undoubtedly best that are *themselves most firmly standardized in the minds of their readers*.

Judge the
**CHRISTIAN
HERALD** by
all the tests
by which it
is possible to

estimate magazine advertising value.

1—The bond of interest between The Christian Herald and its subscribers is proverbial. (Ask any agency or advertiser who has used it.) Their interest is vital and ethical—not *temporary or contingent*.

2—The Christian Herald is *distinctly a class publication*. Only people deeply interested in the things it stands for subscribe for it.

3—The Christian Herald subscribers have a higher *per capita* purchasing power than any medium going into the same communities.

MAGAZINE VALUES

HERALD

The trust and confidence which readers have in the Christian Herald is proven by the fact that its subscribers have disbursed nearly four million dollars for its circulation, through the Christian Herald, during the last fifteen years. What other publication has such a record?

The Christian Herald is 35 years old. A generation has grown from childhood to maturity under its influence. The perfection of standardization is reached under these conditions.

The Christian Herald is almost invariably at the top or near the top of records kept on traceable advertising. Ask our competitors. Ask your advertising agent.

The Christian Herald subscription is \$1.50 per year. It is the highest priced paper going with the bulk of its circulation into homes not reached by news stand periodicals.

8—Its new subscribers are nearly all obtained by the influence of *present subscribers*. Its circulation is probably *the most natural circulation published*. It is practically impossible to force a *class* circulation.

9—The Christian Herald *outclasses every magazine published* in cumulative *pull* in that an average of 86 per cent. of our subscribers have renewed automatically for a period of years.

CHRISTIAN HERALD

H. R. REED
Advertising Manager
New York

ARTHUR ACHESON
Chicago

CHARLES DORR
Boston

as a beautiful residence may be marred by an inartistic nearby building not in keeping with its surroundings, so a poor advertisement may detract and, in part at least, destroy the value of good advertising matter close to it.

These are days when advertisements are read, and the reason they are read is simply because they are more worth reading. They are made to say things which the reader wants to know. Art is having its place in advertisements, and the picture accompanied by a wise selection of type not only catches but holds the reader who reads for pleasure and also him who reads for what will make him and his associates more useful.

No advertiser doubts the value of specialized lists of buyers, and certainly none knows better than the publisher what a specialized list of subscribers is worth or what it costs. No trade publisher can afford to accept subscribers promiscuously, because if his paper is what it should be, containing editorial matter worthy of a purchasing class, a year's subscription will cost him from four to eight times the subscription price. This in itself should make trade papers indispensable as mediums of advertising. I believe so long as publishers protect their subscription lists by taking only such subscribers as are legitimately within the field, there will be no question but that trade papers will always have a place in the professional and commercial circles of the world.

There is a side to this united effort for a high attainment in advertising, which I feel it only proper to refer to at this time. I believe to-day, in general, advertising is too narrow. Not so narrow at the purchasing end as it is at the end of the counsellor. There are agencies which are strong for billboards; others favor the flat page; others favor the popular magazines; but, as a general proposition, none of them seems to have much time for trade mediums.

What we need is a large line of advertising counsellors who will

consider without favor the mediums which will, for the least expenditure, accomplish the desired end. The trade paper has its place in almost any merchandising scheme. The counsellor should be so well versed in all methods of advertising that he could determine just how much of each of the general classifications are necessary to round out a complete and healthy campaign. Such counsellors would then have a place in business such as is enjoyed by the lawyer or the engineer. But the place will never be open for any man committed absolutely to one plan of advertising.

LITTLE INFORMATION ABOUT CLASSIFIED RATES

INTERNATIONAL LIBERTY UNION
OF THE WORLD.
COVINGTON, KY., Sept. 30, 1912.

Editor of PRINTERS' INK:

I note the small article in your issue of September 26 concerning classified rates. We have experienced the same difficulty. We spend from \$6,000 to \$10,000 per year for classified. The hardest thing we have is to make up the lists. We simply have to hunt to find publications. There seems to be no list that we could get hold of that will give us any definite information with rates. We have the Ayer, Nelson-Chesman and Fuller directories, but find all of them of little or no use to us in this work. If it were possible to have a directory of publications of all classes which accept classified, with rates on same, it would be a wonderful help.

We are paying 25 per cent on net rates for placing our classified, besides doing a great deal of the detail work ourselves. While it takes considerable work to handle this business, it is profitable, nevertheless, and we think its importance warrants far more consideration than has been given it.

W. G. CRITCHLOW,
Supreme Commander General.

WITH ECLAIR FILM COMPANY

F. C. Gunning, a young newspaper man, who has had a number of years' experience in advertising and theatrical work, has taken charge of the publicity work of the feature moving pictures being produced by the Eclair Film Company, one of the largest independent film manufacturers.

Herbert H. Everett, formerly promotion manager for *Good Housekeeping Magazine* and at one time special service man for *Iron Age Hardware*, has been made assistant advertising manager for John Wanamaker.

¶ The impression of *quality* is the impression you create *at the very start* when your catalogue is printed on

DEJONGE PURITAN

¶ The finest coated book stock that skilled experience can produce.

¶ It has a pure white color, a satiny finish, an unparalleled printing surface—and it's always uniform; always dependable.

¶ The man responsible for his firm's printed matter should know and select the paper for every important job.



Let us send you from time to time samples of the very best in the printing art on papers bearing this quality mark. Just a post card with your name does it.

LOUIS DEJONGE & CO.
NEW YORK CHICAGO



Another mile stone in JUDGE'S progress. Each number is better than the last. This time last year the circulation was 81,000 copies. Today it exceeds 126,000 copies. The CAMPAIGN NUMBER tells its own story—Get it. Look it over.

ALLAN C. HOFFMAN
Advertising Director
225 FIFTH AVENUE
NEW YORK

WHAT THE TRADE-PAPER PUBLISHER OWES TO READER AND ADVERTISER

HE SHOULD NOT INTRODUCE THE READER INTO UNDESIRABLE COMPANY, NOR EXPECT THE ADVERTISER TO SPEND HIS MONEY WITHOUT SEEING WHAT HE IS BUYING—PART OF AN ADDRESS BEFORE THE FEDERATION OF TRADE PRESS ASSOCIATIONS, NIAGARA FALLS, SEPTEMBER 26

By O. C. Harn,

Advertising Manager, National Lead Co., and Ex-President Association of National Advertising Managers.

The reader of any publication has the right not only to such reading matter as is offered him when his subscription is solicited, but to be protected also against fraudulent or otherwise undesirable advertisements. I have frequently expressed myself as believing that a publisher is under greater obligations to keep his advertising columns free from offense than his regular reading columns. I maintain this for the following reason. A reader buys a periodical for what is in its reading columns. If they are not filled with what pleases him, he does not buy. On the other hand, if a periodical whose reading columns are satisfactory contains undesirable advertisements, the reader is introduced to undesirable company against his will.

I shall not spend much time on this point for I am glad to say that the trade press is very free from the fault of admitting undesirable advertising to its columns. Let me urge you to hold to your ideals in this regard. You cannot be too careful whom you introduce to your readers. The latter are under your protection; they are your guests while they are reading your columns. Do not betray them.

The relation of the publisher and the advertiser is essentially different from that existing between the publisher and his readers. I hold that it is none of the advertiser's business how the publisher edits his journal. The

latter is the merchandise which he is selling to the reader. What that merchandise shall be is a matter between buyer and seller.

Moreover, I maintain that the advertiser who by intimidation or other pressure forces editorial mention or commendation of his product, not only forces the publisher to break faith with his readers, but actually cuts his own throat.

Such an advertiser is simply lust-blinded and steals away the only virtue which makes the periodical valued. He robs the influential journal of the only thing which makes it better than that street walker among printed things, the handbill, which accosts every passerby, but is noticed by few and admitted to the homes of none.

To my notion the advertising reading notice has absolutely no legitimate place in any publication. It is not unsupported theory alone which says that the periodical which edits its columns most rigidly in the interests of its readers should be the best advertising medium. It is a demonstrated fact. I have found that the periodicals which are stiffest in their refusal to prostitute their reading columns to the advertiser are the ones which bring me the greatest returns from the use of their regular advertising space in a regular advertising way.

So far I have seemed to give the advertiser little consideration. Yet he has rights which the publisher is called upon to recognize. These rights arise out of the offer of a part of the space in the publication, for a consideration, as an opportunity for the advertiser to speak to the publication's readers.

The advertiser has the right to have his advertisement printed in a correct and legible manner, equal in all respects of excellence to that accorded other advertisements in the same publication. He has a right to all advantages of position for which he may have specifically contracted.

These I judge are all recognized rights by law of contracts.

Leslie's

THE PEOPLE'S WEEKLY



"THE FIRE IN SYDNEY"
GIVEN BY THE ARMY TO THE ARMY

Everybody is talking
about the Navy.

Leslie's Naval Number
is a timely
number upon a
timely subject.

Another instance
where Leslie's keeps
abreast of the public
interest. *The Result:*
circulation now over
365,000 copies and
still growing.

ALLAN C. HOFFMAN

Advertising Director
225 FIFTH AVENUE
NEW YORK

What are the ethics of circulation statements?

What are you selling to an advertiser? Not the contents of the magazine or journal. Your readers buy that. To the advertiser you are selling an *opportunity*. That's all. It is a very intangible thing. You offer the advertiser a chance to talk to your readers. Who are they?

Are they logical prospects for the advertiser's wares?

How many are there of them?

These are all legitimate questions for the advertiser to ask. Indeed he is a poor business man if he does not ask them.

Now, ethically, a publisher has a perfect right to refuse to answer. So have I a right to go to a prospective customer with a box and say to him: "There is something valuable in that box. You can use it in your business. It's a paint material. It's good. You can get more for it than I charge you. Give me ten dollars and it's yours."

But I would not sell much white lead by that method.

If the prospect were a stranger he might doubt my veracity. If he were an acquaintance, he might more than doubt it, or he might have perfect faith in it; but he might hesitate to accept the pig in the poke, because he doubted my ability to choose for him. He might want to exercise his own judgment as to whether the unknown thing were worth the money in comparison with something else which had been offered him.

So it is with your opportunity that you offer. It is the undeniable right of the advertiser to know what he is buying, both as to quantity and quality. He should be allowed to feel of the goods and count the yards in it.

You are not unethical in refusing to let him. But you are doing a very unbusinesslike thing.

And you become unethical in the question, moreover, if you try to meet the buyer's demand by misstatements or subterfuge.

When you say you have 30,000 circulation with a mental reservation that you are multiplying

your actual copies by five because you believe you have that many readers per copy, it is unethical.

We simply get back again to the imbedded lie which we have found at the bottom of every unethical act.

Advertisers are coming more and more to see the necessity of checking what a publication delivers when they buy its wares. Therefore more and more you will have to meet the issue, either by a frank statement of actual circulation with evidence of its quality, or by resorting to the other alternatives, deception and ambiguity as to the facts.

The buyer of your advertising space, which involves simply the opportunity to talk to your readers, has a right to ask you to take greater pains to prove what he is receiving for his money than may be necessary for the seller of ordinary merchandise to take, because the intangible nature of what you are selling him leaves him helpless except with your co-operation.

What about discrimination in favor of certain advertisers and against others?

It seems fairly well established that the publisher is not legally bound to treat all advertisers alike. We used to think that he was so bound, but a recent opinion by a lawyer printed in *PRINTERS' INK* cited some convincing facts on court decisions which would seem to show that a publisher may accept a contract with one advertiser stipulating that no competitor shall have the space in the publication at the same time.

The same may be said as to the publisher's right to charge one advertiser more than another for the same space or surface.

It would seem to be very poor business policy to do so, for one advertiser would hesitate to pay \$150 for a space which he knows his competitor or another advertiser is getting for \$100.

The thing becomes unethical if the publisher should endeavor to put this policy over by means of deception in any particular.

H.E. LESAN ADVERTISING AGENCY

We would be judged by
all as we are judged by
those whom we serve

General Offices
381 Fourth Avenue
New York

Branch Office
Old Colony Building
Chicago

ENTHUSIASM

Over his proposition, says Thomas Balmer, is the quality necessary in every advertising solicitor to help him sell his space to logical advertisers. Enthusiasm over the

QUALITY

and proof of the purchasing power of TOWN AND COUNTRY'S readers is so unbounded in its advertising solicitors that we increased the advertising from 480,504 lines in 1910 to 630,366 lines in 1911. Let TOWN AND COUNTRY carry your message to homes of quality.

Advertising Department

TOWN & COUNTRY, 389 Fifth Avenue, New York City

Every Boy Family Is A Center Of Buying Energy

Times have changed.

In the modern family, it's the father who bends all his efforts to coming up to the expectation of his sons.

And if the father wants to boost his stock with the family he's got to be a hustler.

These are the days when boy knowledge leads. Living conditions change as rapidly as the styles, and the boy is the only member of the family with enough **mental agility** to keep pace with the times.

He tells father what's what. And it's apt to be rough on father's prestige, if he doesn't make a **double quick** response.

Thousands of boy families are reading **THE BOYS' MAGAZINE**. Are they buying centers for your goods?

THE BOYS' MAGAZINE

Geo. J. Chase, Adv. Mgr.
SMETHPORT, PA.

G. A. Wallace, Western Rep.
906 Hearst Bldg., Chicago, Ill.

TO MAKE PATENT OFFICE MORE VALUABLE TO MANUFACTURERS

PLANS UNDER WAY FOR A NEW BUILDING WHICH WILL GIVE ADEQUATE PROTECTION TO RECORDS—EXAMINATIONS TO BE MADE MORE RIGID—POSTPONEMENT OF GOVERNMENT'S BUSINESS SHOW

Special Washington Correspondence.

[EDITORIAL NOTE:—President Johnson of the Victor Talking Machine Company says in a circular just issued to the trade: "The destruction of the efficiency of the patent laws of the United States would be the greatest disaster in our history. The subject is of more importance and fraught with more danger than other matter now before Congress."

In view of the attack upon the principle of price maintenance embodied in the proposed revision of the patent laws, this subject is of real importance not only to manufacturers operating under patents but to all advertisers and to advertising men in every branch of the business.]

The very radical propositions which caused so much uneasiness among manufacturers when they first appeared in the form of the Oldfield Bill at the last session of Congress are, it may as well be admitted, not dead but merely sleeping. In only slightly modified form, and yet highly objectionable to the manufacturing and mercantile interests, they are likely to reappear when Congress reassembles this winter, but no manufacturer should, in consequence, be misled into opposition to all patent legislation. Some of the suggested changes in the laws will be as much to the advantage of manufacturing interests as the Oldfield Bill would be to their detriment.

The confident prediction, based on action in the closing days of the last session of Congress, that the United States is at last to be provided with a new and adequate Patent Office is full of significance for the manufacturers of the country. For years the business interests producing patented articles have urged upon the Federal lawmakers the need of larger and better equipped quarters for the transaction of the patent business

and latterly the situation has become so acute that there was formed an organization composed of many of the leading manufacturers of the country, the primary purpose of which has been to press the agitation for reforms at the Patent Office.

The dilatory action in providing the manifestly needed new quarters for the patent institution has been the more inexplicable to the business community because all the while there has been on deposit in the United States Treasury the funds needed for the purpose and funds, too, which, in simple justice, should be devoted to just this purpose. The explanation of this state of affairs is found in the fact that the Patent Office is one of the few institutions under the Government which is self-supporting. More than that, it actually returns a profit and the surplus of receipts over expenditures, to date, amounts to more than \$7,000,000. It is urged that some if not all of this sum should be used to furnish larger and better quarters with modern facilities for the force, which would then be in a position to accomplish the best possible results in the work for which the inventive and manufacturing public pays the entire cost.

As has been said, this is a topic which has insistently recurred for a decade or more, but during the past few months matters have virtually come to a crisis, not so much by reason of the more energetic agitation on the part of the manufacturer as because of the conditions which have developed at the present Patent Office. The limit of storage facilities for files and documents has practically been reached. It is necessary to have storage space at the Patent Office for several million copies of patents which must be always accessible inasmuch as they are likely to be called for daily, and this accumulation now fills every available foot of blank wall and storage space in the present building from the basement to the roof.

The present Patent Office is not a fireproof building. Yet in this

Judge For Yourself

The quality of the circulation of The Theatre Magazine.

Watch the steady stream of automobiles and fashionably dressed people at the entrance of any high-class theatre *anywhere*.

They furnish the strongest reason why **YOU** should advertise in

THE THEATRE MAGAZINE

New York

8-14 West 38th Street

Chicago

Godso and Banghart
Harris Trust Bldg.

Boston

H. D. Cushing
24 Milk St.

obsolete structure, stored in wooden cases and on open shelves, subject to the ravages of time and other destructive agents, as well as to danger of fire, are tons upon tons of inflammable matter that is virtually invaluable to the manufacturers of the country as well as to the Government. The papers thus unprotected comprise all the secret archives of the Patent Office.

There is the same lack of safeguards for the records of all deeds of assignments of titles of inventions. This, the sole official evidence of property rights in important inventions, is of the greatest value in determining the ownership of valuable patents, and should the deeds of assignment on file at the Patent Office be destroyed the loss to the manufacturing interests of the country would be simply irreparable. And that conditions at the Patent Office have not been exaggerated was eloquently attested only a short time ago when many tons of valuable books and records were removed from the basement of the building in a rotted condition owing to the dampness.

But Congress has seemingly awakened to the fact that the limit of congestion has been reached and in the closing days of the recent session the United States Commissioner of Patents was given assurance that steps would be taken soon after Congress reconvenes in December to provide a new building to accommodate the growing force and business of the Patent Office. Inasmuch as four or five years would probably be required to complete a model patent office, such as is now projected, it is the plan to erect in the court of the present Patent Office a one-story building with glass roof which will afford thousands of feet of storage space and which will in effect serve as an emergency or "overflow" building that will take care of the constantly growing records and files of the institution until the new Patent Office is ready for occupancy.

Whereas the promise of a new Patent Office is perhaps the most

pleasing prospect in the current shaking up of dry bones in patent matters, it is by no means the only phase of the subject that bids fair to receive legislative attention. So insistent and unanimous has been the demand of the business interests for reform in this sphere that both the leading political parties have in the present campaign declared in favor of a strengthening of our patent system. And President Taft, although Congress did not heed his recommendation for a special commission to investigate the whole subject of patents, has lately spoken more emphatically than ever in favor of relieving industry of the burdens of that costly and time-saving litigation which has seemed inseparable from the business of manufacturing under patents.

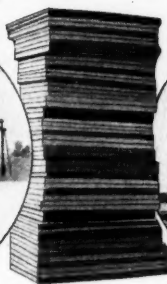
One of the main purposes of whatever new legislation is introduced will be to strengthen the validity of United States patents. As the volume of invention and manufacture in America has increased and competition has become more keen—piling more and more work on the examiners at the Patent Office—there has been a growth of criticism and charges to the effect that patents are frequently issued on applications that do not state real inventions. Manufacturers have in many instances had to invoke the aid of the courts to determine questions of infringement that it is claimed should have been settled or forestalled at the Patent Office, and not infrequently a firm has been led to pay royalties which were not justified and which could not have been collected had the Patent Office said what was what in a more definite manner.

The aim then of the sponsors of the remedial legislation that is coming is to make the examinations at the Patent Office so rigid as to practically prevent the issuance of patents except for real inventions. If this ideal be realized a patent in the hands of a manufacturer would be a tangible asset and not a more or less uncertain quantity to be placed in jeopardy by any irresponsible competitor and, at best, to be pre-

Here Strength Counts



Here Looks Count



See both sides of the catalog question

IT MAKES no difference how forceful your selling arguments may be—how vital your business message—if the outside appearance of your catalog or booklet is not inviting enough to gain a reading or secure preservation at the hands of the buyer.

Neither does it matter how much time, care and money you may have spent on fine printing and art work, if your catalog is soon robbed of its attractiveness by rough handling in the mails or by hard knocks and misuse after it is taken from its protecting wrapper. In

PRINCESS COVERS

your catalog will be attractive in the beginning and durable enough to stay that way, cost you less and sell more goods.

You can get the most novel and striking effects because you have your choice of uncommonly beautiful shades, each in two unique and effective finishes—and because their unusual toughness permits the deepest embossing.

The unusual wearing qualities of Princess Covers is the result of an exclusive process handed down through two generations of cover-making experts.

If either durability or attractiveness is lacking in your catalog, the other is wasted.

Send for beautiful Princess Cover Sample Book

C. H. DEXTER & SONS

Box D, Windsor Locks, Conn.

Also Makers of Levant and Unique Covers



served inviolate only at the price of eternal vigilance and liberal legal retainers. Under the improved status a patent would carry the Governmental guarantee to a degree that would compel respect in the courts and would merit a presumption of validity that would spare reputable manufacturers many of the suits and injunctions that now annoy them.

A monumental work which is now in progress at the Patent Office and which will be greatly facilitated if there is an improvement of working conditions, is the reclassification of patents. This is a task which when completed will prove of the greatest benefit to the manufacturing interests of the entire country. Furthermore, it will simplify the examination of applications for patents and consequently quicken the issuance of patents as well as invest such patents as are issued with a much greater degree of validity. The reclassification of the American patents, now numbering more than one million, is about half completed and after that is finished the reclassification of the foreign patents, aggregating between two and three million, will be taken up. It is hoped, however, that after Congress takes action an additional force will be available for this reclassification work and that the undertaking can then be speedily terminated.

The reorganization and modernization of the Patent Office will not be any haphazard enterprise. In order to have, as a working basis, concrete recommendations from a responsible authority Congress in the closing days of its last session appropriated the sum of \$10,000 to enable the President's Commission on Economy and Efficiency to make a thorough investigation of the Patent Office and patent systems. It was at first proposed that the investigation be made by a congressional committee, but the Patent Committee of the House of Representatives took the ground that if an investigation was to become the foundation for a comprehensive plan for the improvement of the efficiency of the patent

institution it ought to be made with a greater regard for details than would be practicable in an investigation by a committee of Congress.

Accordingly the Economy and Efficiency Commission which is composed of "business doctors" and experts on method and system was authorized to do the work. The Commission is instructed to conclude its investigation and make specific recommendations to Congress not later than December 10, next.

Incidentally, it may be predicted that the overhauling of the Patent Office is likely to open a worthwhile market for manufacturers of office furniture, time and labor-saving equipment and supplies.

IS SLANG A SIGN OF MENTAL LAZINESS?

C. R. Trowbridge, advertising manager of the Dodge Manufacturing Company, Mishawaka, Ind., who contributed an article upon the use of slang to the September 12 issue of *PRINTERS' INK*, has forwarded the following letter of dissent written him by F. H. Moss, of the Mahin Advertising Co., Chicago:

DEAR MR. TROWBRIDGE:

I have read, with considerable interest, your article in the September 12 issue of *PRINTERS' INK*, regarding slang.

I am writing you because, after reading the various opinions, I could not help but notice that each of the men asked to write on this subject, although approving of the use of slang, did not use slang in their articles, with one exception.

This is interesting because each of the men express their ideas clearly, adequately and without resorting to slang or to vulgarisms.

I have always held that the man or woman who uses much slang in their conversation is too lazy mentally to choose words that would adequately express their ideas.

There are a few slang words, in my judgment, that "hit" the mark and express an action which would otherwise require a great many words to be made clear.

I call this matter to your attention with the thought that this observation of mine would possibly be of interest to you. I am enclosing herewith February, 1912, issue of the *Messenger*, which has an article on the same subject.

MAHIN ADVERTISING COMPANY.

FRANK H. MOSS.

Members of the Dayton Advertising Club recently held their first meeting in their new clubrooms. Charles Ditzel, a commercial artist, president of the Ditzel-Shaw Company, was the speaker of the evening.

Over 6,800,000 Readers

of foreign-language periodicals never have your goods, or your interests, presented to them, unless you are already advertising in the journals of their own tongue.

These readers are men of family, prosperous, and good buyers. They seldom receive a periodical in English into their homes. Consequently, they do not see your costly advertisement.

Why not annex this army of readers, which, with their families, number 18,000,000? Some of the biggest manufacturers in the country have already done so. YOU will in time; why not NOW? It will cost you one-twentieth of what you are now paying to introduce your article to English readers.

Can you afford to neglect any longer this rich field of opportunity?

SEND FOR
RATES AND
OTHER IN-
FORMATION
TO

The American Association of Foreign-Language Newspapers

702-3-4-5 World Building
NEW YORK

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by Geo. P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Philadelphia Office: Evening Bulletin Building. THEODORE E. ASH, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy: Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

Advertising rates: Page, \$50; half page, \$25; quarter page, \$12.50; one inch, \$4.20. Further information on request.

JOHN IRVING ROMER, Editor.

New York, October 10, 1912

Substantial as Smoke

The tobacco business is potentially barometric of so many conditions, so many attitudes and tendencies in general business that a great many sales executives like to keep informed as to what is going on there.

Succeeding events continue to show that the enforced dissolution of the Tobacco Trust did not demoralize the business or lead immediately to fresh underground combinations, but has spurred all the former business associates to the keenest rivalry, has increased the advertising and selling effort, has called for new factories and increased the output of all kinds of products, particularly cigarettes.

At the same time the development of the United Cigar Stores, which had been checked by reason of its close relationship to the American Tobacco Company, is now, in consequence of its having received a clean bill of health, going forward at a phenomenal rate. The company opened fifty-five stores in August.

This touches a point which is

interesting all business men—the vitality of the chain-store idea. It is the manufacturers who seem to be studying the question most closely, and yet the biggest successes have been made by retailers—the United Cigar Stores, the Woolworth Five- and Ten-Cent Stores, and the numerous grocery chains.

What is to be the future of the chain-store principle? Is it sound for an indefinite number of stores, or good only up to a certain point? Will the retail chains ultimately take up manufacturing? These are questions manufacturers in many lines are asking themselves.

It has been announced that the United Cigar Stores would begin the manufacture of cigarettes on its own account, and that announcement has been contradicted. The company already controls the output of a number of factories and is said to be owner in everything except name. It is not its policy, however, to push its own brands at the expense of any of the advertised brands. It handles whatever the public demands and respects the manufacturer's price.

The question as to how soon the company will formally enter the manufacturing field probably depends upon the question of a larger representation in the retail field. The company has already some 800 or so stores, but these are only a small fraction of the 500,000 retail cigar stores or stands in this country.

The United Stores gross business amounts to \$35,000,000 annually, but the total retail tobacco business in the United States now amounts to about \$850,000,000.

These figures are anything but formidable, however, from the United point of view. The United Stores are the best of their kind and are thoroughly organized and systematized. Five stores do a business of \$1,000,000 a year. Taken altogether, there are some 625 times as many independent stores as there are United stores, but there is only something more than 24 times as much business. That disparity is being empha-

sized more and more every day.

Only one thing could show more definitely the vitality of the chain-store idea and that is dividends. An investment of \$10,000 in 100 shares twelve years ago would to-day be represented by 6,000 shares, worth more than \$600,000. The net earnings are about \$3,000,000.

Two other points of interest are in evidence. One is the formation of a new \$50,000,000 tobacco company. Daniel G. Reid, the railroad man and stock market operator, is the principal figure in the new company, which has taken over the Surbrug Tobacco Company and its subsidiary, the Khedivial Company, and has options on a number of other concerns. The Surbrug company has two brands of cigarettes, Milo and Egyptian Arabs, and the Khedivial Company, one, the Duke of York. Henry G. Frick, the steel magnate is also now said to be actively interested in the new company, which probably will be called the Tobacco Products Company.

It is announced that the new company will not engage in a price-cutting campaign but will on the contrary strongly discourage it, and use all legal means for the regulation of prices.

The other item of interest is the building of an immense new cigarette factory in New York City by the Liggett & Myers Company to produce the Fatima brand, one of the most popular brands made. It will have an output of 5,000,000 cigarettes a day.

The consumption of cigarettes last year was something less than ten billions. It is expected to reach twelve billions this year. This is largely due to the fact that the outcry against cigarettes has practically ceased. Whatever may be said as to the moral bearing of the issue, it certainly is a remarkable testimony to the efficiency of the selling and advertising methods of the tobacco manufacturers and their allies.

PRINTERS' INK says:

The man with the most time to waste usually wastes it.

The Technical or the Purely General?

The question as to just how far to go in the matter of technical descriptions in advertising is one which bothers a good many people. The manufacturer is very apt to think that manufacturing processes, and the small variations which differentiate his product from other similar goods, are the most interesting things in the world. The advertising man, on the other hand, is a little too prone to think that the consumer cares nothing for that sort of thing, and to insist that the only thing necessary or even advisable is to corral the attention with an "eye catcher," bring in the trade-mark strongly, and weave about it an appropriate quantity of generalities, usually referring to quality and service.

The manufacturer and the advertising man are both right, and they are both wrong. The consumer can be persuaded to read descriptions of technical matters, and will show a lively appreciation of differences in materials, etc., *provided* he has been interested by some application of the technicalities to his own needs. The advertising man is right when he insists that the trade-mark is the main thing to get into the minds of consumers, but it is also necessary to give some reasonable excuse for keeping it there. One of the best bulwarks against substitution is the knowledge on the part of the consumer of some concrete, tangible — usually technical — *reason for wanting a certain brand*.

An advertising agent who has achieved particular success in the advertising of textile lines, writes to PRINTERS' INK as follows:

The consumer is interested—subconsciously perhaps—in the actual manufacturing process of what he buys. Particularly is this true regarding wearing apparel. A man may go into a store and buy his winter underwear either as a result of personal recommendation, or of the advertising he has seen, or because he likes the looks of what the clerk shows him. If, though, a certain trade-mark remains in his mind and he remembers even superficially that there is a certain technical reason why this particular underwear is best suited for his

needs, the chances are ten to one that he will buy it.

Certainly there is a limit to technical advertising. It would be absurd to go into the minute details of the manufacturing process which would only be understood by men of long experience in the knit goods industry. You would laugh at the patent medicine advertiser who went into technicalities to such an extent that only a doctor could understand what he was driving at, while you would never buy his patent medicine unless he gave you some specific reason, which would naturally be more or less technical, for its use.

One must also bear in mind that the average small retailer really knows as little about the manufacture of the goods he carries in stock as does his customers. Even a good sized retailer, say in Nebraska, has probably never been inside of a knitting mill, a collar or shirt factory, or any of the other factories that make the goods he sells. Naturally, he is glad to learn even a little bit about how the goods are made. The salesman who calls upon him may take it up with him, but, after all, what the merchant is after is *the right price and the right quality*, and judges both by comparison with the other lines that are constantly shown him.

Of course it takes skill and judgment and understanding to get the technical arguments into the minds of possible customers. But after they are once there they stick with a tenacity which is seldom true of the more general appeal.

PRINTERS' INK says:

Oh, yes, efficiency can be "pounded into them," and that is one fine way to train them for other organizations.

**The
Guarantee
That Does Not
"Guarantee"**

A certain wholesale grocer received notice the other day that one of his up-state customers had fallen afoul of the pure-food officials, and was under indictment for selling catsup adulterated with saccharine. What particularly interested the wholesaler was the fact that it was his own private brand catsup whose integrity was impeached; *his* name was on the label, *his* reputation behind the goods. The fact that he held a guarantee of purity signed by the manufacturer didn't seem to help to any great extent. As the *Grocery World*

pertinently remarks, the jobber can make the manufacturer pay every fine *he* has to pay, but he cannot shift a particle of the odium to the man really responsible for the illegal product.

Of course, this is an exceptional case because the inferior quality in the goods was such as to provoke public exposure. But is not the private brand jobber, in whatever line, continually running the same risk of quality less than he has bargained for? The jobber is obliged to guarantee goods whose quality he cannot control. True, he has a "guarantee," but it is inoperative because it does not extend to the user of the goods, to the man whose opinions really count.

If the manufacturer of the private brand goods does not make good on his guarantee, he loses the good will of a single customer—a large customer, it is true, but one which can probably be replaced with another. Whereas, if the jobber falls down on *his* guarantee (which is easy since it does not cover the maker of the goods) he is likely to lose the good will of so many that to replace it is hopeless at the start.

CO-OPERATIVE CAMPAIGN VOTED
A SUCCESS

At a meeting in New York of the Associated Medical Publishers, known as the "Big Six," it was decided that the co-operative advertising campaign conducted by the association had proven successful. Those present at the meeting were:

Dr. H. Edwin Lewis, of *American Medicine*, New York; Dr. J. MacDonald, Jr., of the *American Journal of Surgery*, New York City; Harry Skillman, of the *Therapeutic Gazette*, Detroit; Dr. O. F. Ball, of the *Interstate Medical Journal*, St. Louis; Charles Taylor, of the *Medical Council*, Philadelphia, and S. DeWitt Clough, of the *American Journal of Clinical Medicine*, Chicago.

The E. Katz Special Advertising Agency, of New York, has recently added to its staff of representatives H. N. Kirby, for a number of years connected with the advertising department of the Butterick Publishing Company, and later associated with Wm. C. Freeman in the development of advertising for newspapers.

The South Bend, Ind., *Tribune* has been elected to membership in the A. N. P. A.

Pig Iron and Diamonds

"No, we will not use LIFE or any other medium with a rate in excess of $\frac{1}{2}c$ per line per thousand circulation," said an advertiser of a costly food product which appeals to epicures almost exclusively.

"But you have an article which only people of the better class appreciate and can afford, and it is to your interest to reach this class."

"Oh, we can buy all the circulation we want for $\frac{1}{2}c$ a line," was his rejoinder.

Some men succeed in spite of themselves.

Pig iron is a very valuable product for certain uses, but if the "occasion" calls for diamonds, a ton of pig iron would be decidedly out of place.

The account we have in mind is one of the oldest national advertisers, so old that it is suffering from dry rot. If in the hands of a thoroughly competent advising agent, LIFE would undoubtedly head this advertiser's list.

The advertiser serves well his own interest who sees to it that he is not buying pig iron when he should be purchasing diamonds.

Life

The gem of publications.

Geo. B. Richardson, Adv. Mgr., 31st Street West, No. 17, New York
B. F. Provandie, Western Mgr., Marquette Bldg., No. 1204, Chicago

WICKERSHAM INTER- PRETS NEW POSTAL LAW

At the request of Postmaster General Hitchcock, Attorney General Wickersham has given an opinion on the new postal law which leaves little opportunity for discretion in its enforcement. It is "highly penal," he says, and "in derogation of common right," but he leaves the department no choice but to enforce it in a drastic manner.

If any newspaper publisher has been consoling himself with the thought that the worst that could possibly happen would be the exclusion of his paper from the second class mails, which would affect only an infinitesimal part of his circulation, the following from the pen of the Attorney General will not tend to make the outlook any more cheerful:

The provision is highly penal in its nature, as a consequence of failure to comply with it is punishable by denying to the publication the privilege of the mails, not merely the privilege of being carried in the mails as second-class mail matter, but the privilege of being carried in the mails at all.

According to Mr. Wickersham, the law is so drawn as to prevent the publisher who fails in his compliance with its provisions from mailing a copy of his paper in a sealed envelope at the rate of two cents an ounce, or from dropping it in a package box under third class rates. Not only are violators to be denied the second class privilege, but they are to be denied *all privileges of the mails*. The opinion goes on from that point:

Being, therefore, in derogation of common right, the provision should not be construed to embrace anything more than what falls clearly within its terms and by those terms the requirements of the statement are limited to "the average of the number of copies of each issue of such publication sold or distributed to paid subscribers during the preceding six months."

In upholding the department's definition of a "paid subscriber" as one who personally orders at least three consecutive issues of a

publication, the Attorney General says:

Subscribers, therefore, are clearly those who have by agreement undertaken to receive and pay for the publication for some specified period of time, as distinguished from casual purchasers, who come under no obligation to take and pay for the publication in advance of its delivery. Subscriptions may be direct, or through an agent; but the delivery to agents for sale or distribution, unaccompanied by agreement to pay for any definite number, would not be included within the term "subscribers."

The Postmaster General is advised, in view of the drastic nature of the law, to see that his blanks contain nothing more or less than that which is required by the law, and is told, that in cases of violations, he had no choice but to proceed according to the letter.

"This particular clause," says the Attorney General, "was inserted by amendment just before the passage of the act, and bears no very ascertainable relation to the subject-matter of the paragraph in which it was inserted. It is a provision of the statute law which should be complied with to the extent which its language requires, but it should not be extended beyond that language."

WHAT A TRADE NAME SHOULD BE

The following set of rules applying to a trade name or trade-mark, compiled by G. W. Hopkins, specialty manager, for Loose-Wiles Biscuit Company, bakers of Sunshine Biscuits, doubtless will prove of interest to every manufacturer:

"1. A trade name founded upon quality and established by continuous merit is a bigger and more important thing than the personalities of any firm."

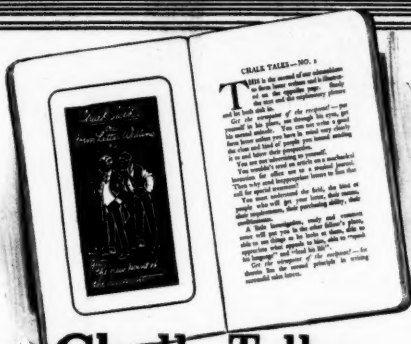
"2. A trade name should be selected with the idea of permanent characterization."

"3. A trade name should combine the elements of appropriateness or suggestiveness of the merchandise and continuous appeal to the possible purchaser."

"4. A trade name should be considered as an immediate live asset of the business—one that will grow more valuable with every step of popularization and introduction."

"5. A trade name should possess, so far as possible, the quality of stimulating hitherto unrealized demand and creating new desire for possession."

"6. A trade name should be *easy to read, easy to speak and easy to remember*."



Chalk-Talks on Form-Letter Writing

EVERY business man should read this free booklet. In ten short talks it tells how to write form-letters that *pull*—bringing business direct, or increasing the efficiency of your salesmen. Write today for your copy.

To be perfectly frank, we'd like you to have this book because it was printed on the Multigraph—printed, mind you; not typewritten. While it is brimfull of the knowledge gained in ten years of form-letter writing, it is a convincing example of the high quality of real printing that the Multigraph can now turn out at 25% to 75% less than customary printing-costs.

You could doubtless use the Multigraph to the distinct betterment of your business. The extent of the benefit can only be determined by investigation.

THE MULTIGRAPH
Produces real printing and form-typewriting, rapidly, economically, privately, in your own establishment

You can't buy a Multigraph unless you need it.

We shall be glad, however, to co-operate with you in a thorough investigation. Ask us for literature, specimens, data.

Write today. Use the coupon.

THE AMERICAN MULTIGRAPH SALES CO.

EXECUTIVE OFFICES **Cleveland**
1820 East Fortieth Street

Branches in 60 Cities—Look in your Telephone Directory
European Representatives: The International Multigraph Company, 59 Holborn Viaduct, London, Eng.;
Berlin, W-8 Krausenstr. 70 Ecke Friedrichstr.

What Uses Are You Most Interested In?

Check them on this slip and enclose it with your request for information, *written on your business stationery*. We'll show you what others are doing.

AMERICAN MULTIGRAPH SALES CO.

1820 E. Fortieth St., Cleveland

Printing:

- ☐ Booklets
- ☐ Folders
- ☐ Envelope-Stuffers
- ☐ House-Organ
- ☐ Dealers' Imprints
- ☐ Label Imprints
- ☐ System-Forms
- ☐ Letter-Heads
- ☐ Bill-Heads and Statements
- ☐ Receipts, Checks, etc.
- ☐ Envelopes

Typewriting:

- ☐ Circular Letters
- ☐ Booklets
- ☐ Envelope-Stuffers
- ☐ Price-lists
- ☐ Reports
- ☐ Notices
- ☐ Bulletins to Employees
- ☐ Inside System-Forms

Kill A Fiddler

with him. Don't waste him!

That's the remark a lean, long man made in a theatre when someone suggested that they throw a disturber out of the gallery.

Don't waste **your** Christmas appropriation by waiting until the Public have mentally spent theirs.

If you have anything that has holiday sale and you are not in December Cosmopolitan, you are not giving your business a square deal.

December Cosmopolitan on November 11th will reach a greater number of buyers than you can get in touch with in any other standard magazine; at the season when close reading is in full swing—the psychological moment.

You can reach this audience again in the January number on sale December 10th.

COSMOPOLITAN MAGAZINE

381 Fourth Avenue

New York City

Rate: \$3.25 a line

Last forms close October 15th

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OCTOBER MAGAZINES ADVERTISING IN THE LEADING MONTHLY MAGAZINES FOR OCTOBER

| | Pages. | Agate Lines. |
|---------------------------|--------|-----------------|
| Cosmopolitan | 197 | 44,261 |
| Sunset—The Pacific..... | 138 | 30,968 |
| Everybody's | 118 | 26,488 |
| Review of Reviews..... | 117 | 26,234 |
| World's Work..... | 111 | 24,846 |
| McClure's | 109 | 24,528 |
| Scribner's | 88 | 19,719 |
| Hearst's | 87 | 19,564 |
| Munsey's | 79 | 17,864 |
| American | 66 | 14,896 |
| Century | 63 | 14,146 |
| Uncle Remus's (cols.) .. | 68 | 12,805 |
| Red Book..... | 56 | 12,549 |
| Harper's | 56 | 12,544 |
| Current Literature..... | 54 | 12,268 |
| Atlantic | 46 | 10,416 |
| *Popular | 43 | 9,644 |
| Home Life (cols.)..... | 56 | 9,505 |
| Argosy | 37 | 8,491 |
| Wide World..... | 32 | 7,224 |
| Ainslee's | 30 | 6,748 |
| Lippincott's | 30 | 6,720 |
| Bookman | 27 | 6,048 |
| Metropolitan (cols.)..... | 36 | 5,955 |
| American Boy (cols.)..... | 26 | 5,240 |
| Strand | 22 | 5,096 |
| All-Story | 22 | 4,928 |
| Boy's Magazine (cols.)... | 25 | 4,590 |
| Smart Set..... | 19 | 4,256 |
| St. Nicholas..... | 18 | 4,032 |
| Blue Book..... | 18 | 4,032 |
| Pearson's | 15 | 3,528 |
| Smith's | 15 | 3,364 |

VOLUME OF ADVERTISING IN LEADING WOMEN'S MAGAZINES

| | Pages. | Agate Lines. |
|---|--------|-----------------|
| *Vogue (cols.)..... | 538 | 84,016 |
| Ladies' Home Jour. (cols.) | 210 | 41,117 |
| Good Housekeeping Mag.. | 153 | 34,272 |
| Woman's Home Companion (cols.) | 169 | 33,920 |
| Delineator (cols.)..... | 154 | 30,930 |
| Designer (cols.)..... | 137 | 27,444 |
| Woman's Magazine (cols.) | 137 | 27,419 |
| Pictorial Review (cols.)... | 111 | 22,200 |
| Modern Priscilla (cols.)... | 116 | 19,505 |
| Ladies' World (cols.)..... | 95 | 19,000 |
| McCall's (cols.)..... | 142 | 18,480 |
| Mother's Magazine (cols.) | 106 | 14,432 |
| People's Home Jour. (cols.) | 71 | 14,209 |
| Housewife (cols.)..... | 62 | 12,369 |
| Woman's World (cols.)... | 66 | 11,539 |
| Housekeeper (cols.)..... | 56 | 11,253 |
| Harper's Bazar..... | 32 | 6,470 |

LIPPINCOTT'S MONTHLY MAGAZINE

Book Advertising

Book buyers are a pretty good indication of **QUALITY**.

The front advertising section of the November Lippincott's is full of **BOOK ADVERTISING**.

The subscription list is full all the way through of book buying **QUALITY**.

Lippincott's for December comes out just in time to reach the Christmas book buyer.

LIPPINCOTT'S MONTHLY MAGAZINE

PHILADELPHIA

NEW YORK
156 Fifth Ave.

BOSTON
24 Milk St.

CHICAGO
1502 Tribune Bldg.

DETROIT
1826 Majestic Bldg.

| | Pages | Agate Lines |
|--------------------------|-------|----------------|
| Needlecraft (cols.)..... | 30 | 5,705 |
| To-Day's (cols.)..... | 38 | 5,315 |

**VOLUME OF ADVERTISING IN
LEADING MONTHLY MAGA-
ZINES CARRYING GENERAL
AND CLASS ADVERTISING**

| | Pages | Agate Lines |
|---|-------|----------------|
| Motor (cols.)..... | 450 | 75,600 |
| *Country Life In America (cols.) | 267 | 43,894 |
| System | 142 | 31,982 |
| Motor Boating (cols.)..... | 105 | 27,843 |
| Architectural Record..... | 119 | 26,768 |
| Popular Mechanics..... | 117 | 26,208 |
| Outing | 71 | 15,976 |
| Suburban Life (cols.)..... | 84 | 14,280 |
| House Beautiful (cols.)... | 101 | 14,172 |
| House and Garden (cols.)... | 89 | 12,550 |
| Craftsman | 56 | 12,544 |
| Field and Stream..... | 52 | 11,648 |
| Popular Electricity..... | 51 | 11,424 |
| International Studio (cols.) | 70 | 11,064 |
| Garden (cols.)..... | 72 | 10,204 |
| Technical World..... | 43 | 9,632 |
| Theatre (cols.)..... | 56 | 9,456 |
| Outdoor Life..... | 39 | 8,736 |
| Illustrated Outdoor World and Recreation (cols.).. | 49 | 8,376 |
| Outer's Book..... | 35 | 7,840 |
| American Homes and Gar- dens (cols.)..... | 43 | 7,356 |
| Arts and Decoration (cols.) | 45 | 6,800 |
| Extension (cols.)..... | 36 | 5,760 |
| Travel (cols.)..... | 39 | 5,460 |

*2 issues.

**VOLUME OF ADVERTISING IN
LEADING CANADIAN MAGAZINES**

| | Pages | Agate Lines |
|--|-------|----------------|
| MacLean's | 166 | 37,184 |
| *Canadian Courier (cols.) | 194 | 35,909 |
| Canadian Magazine..... | 90 | 20,175 |
| Canadian Home Journal (cols.) | 86 | 17,359 |

*Sept. (weekly).

**VOLUME OF ADVERTISING IN
LEADING WEEKLIES IN
SEPTEMBER**

| | Columns | Agate Lines |
|-------------------------|---------|----------------|
| September 1-7 | | |
| Saturday Evening Post.. | 153 | 25,701 |
| Collier's | 71 | 13,608 |
| Town and Country..... | 58 | 9,832 |
| Literary Digest | 67 | 9,507 |
| Independent (pages).... | 33 | 7,504 |
| Life | 48 | 6,780 |

| | Pages | Agate Lines |
|--------------------------|-------|----------------|
| Harper's | 30 | 6,008 |
| Christian Herald..... | 32 | 5,450 |
| Leslie's | 21 | 4,399 |
| Forest and Stream..... | 25 | 3,736 |
| Outlook (pages)..... | 16 | 3,640 |
| Youth's Companion..... | 16 | 3,358 |
| Churchman | 20 | 3,211 |
| Associated Sunday Mags. | 12 | 2,367 |
| Scientific American..... | 10 | 2,083 |
| Illustrated Sunday Mag. | 10 | 1,800 |
| Judge | 11 | 1,548 |

September 8-14

| | | |
|--|-----|--------|
| Saturday Evening Post.. | 175 | 29,366 |
| Collier's | 90 | 17,298 |
| Literary Digest..... | 65 | 9,149 |
| Scientific American..... | 41 | 8,370 |
| Life | 48 | 6,910 |
| Town and Country..... | 40 | 6,892 |
| Semi-Monthly Magazine Section | 30 | 5,427 |
| Christian Herald..... | 27 | 4,590 |
| Outlook (pages)..... | 20 | 4,564 |
| Leslie's | 17 | 3,511 |
| Forest and Stream..... | 22 | 3,334 |
| Churchman | 19 | 3,040 |
| Associated Sunday Mags. | 15 | 2,817 |
| Independent (pages).... | 11 | 2,576 |
| Youth's Companion..... | 12 | 2,546 |
| Judge | 16 | 2,393 |
| Illustrated Sunday Mag. | 12 | 2,160 |
| Harper's | 10 | 2,042 |

September 15-21

| | | |
|--------------------------|-----|--------|
| Saturday Evening Post.. | 183 | 30,573 |
| Town and Country..... | 91 | 15,326 |
| Collier's | 74 | 14,144 |
| Literary Digest..... | 72 | 10,182 |
| Life | 50 | 7,070 |
| Leslie's | 28 | 5,695 |
| Christian Herald..... | 30 | 5,207 |
| Youth's Companion..... | 19 | 3,932 |
| Forest and Stream..... | 22 | 3,333 |
| Associated Sunday Mags. | 18 | 3,240 |
| Churchman | 19 | 3,126 |
| Outlook (pages)..... | 12 | 2,772 |
| Illus. Sunday Magazine. | 15 | 2,750 |
| Independent (pages).... | 11 | 2,494 |
| Harper's | 9 | 1,973 |
| Scientific American..... | 9 | 1,918 |
| Judge | 12 | 1,748 |

September 22-28

| | | |
|-------------------------|-----|--------|
| Saturday Evening Post.. | 165 | 27,713 |
| Outlook (pages)..... | 84 | 13,972 |
| Collier's | 57 | 11,009 |
| Literary Digest..... | 64 | 8,982 |
| Town and Country..... | 49 | 8,315 |
| Life | 53 | 7,529 |
| Leslie's | 36 | 7,856 |

“When we took this magazine six years ago we shifted it gradually to a higher and more successful plane. Now we are making another step upwards, perhaps even more notable.”

This is what John S. Phillips has to say about The American Magazine in its new form. It expresses the deeper significance which lies behind the new American's real advertising value

The American Magazine

Advertising forms close on the 10th of the second preceding month

S. Keith Evans

Advertising Director

New York

| | Pages | Agate Lines |
|--------------------------|-------|-------------|
| Christian Herald..... | 40 | 6,931 |
| Semi-Monthly Magazine | | |
| Section | 33 | 6,107 |
| Associated Sunday Mags. | 26 | 4,680 |
| Forest and Stream..... | 26 | 3,940 |
| Scientific American..... | 18 | 3,756 |
| Judge | 17 | 2,438 |
| Illus. Sunday Magazine. | 14 | 2,420 |
| Churchman | 15 | 2,407 |
| Independent (pages).... | 10 | 2,352 |
| Youth's Companion..... | 9 | 1,920 |
| Harper's | 9 | 1,915 |

September 29-31

| | | |
|-------------------------|----|-------|
| Associated Sunday Mags. | 19 | 3,420 |
| Illus. Sunday Magazine. | 17 | 3,162 |

Totals for September

| | |
|------------------------------|---------|
| Saturday Evening post..... | 118,355 |
| Collier's | 56,045 |
| Town and Country..... | 40,307 |
| Literary Digest..... | 37,820 |
| Outlook | 29,848 |
| Life | 28,289 |
| Christian Herald..... | 22,180 |
| Leslie's | 20,960 |
| *Associated Sunday Mags.... | 16,524 |
| Scientific American..... | 16,033 |
| Independent | 14,896 |
| Forest and Stream..... | 14,343 |
| *Illustrated Sunday Magazine | 12,292 |
| Harper's | 11,935 |
| Churchman | 11,784 |
| Youth's Companion..... | 11,652 |
| †Semi-Monthly Mag. Section. | 11,534 |
| Judge | 8,122 |

*5 issues.

†2 issues.

**RECAPITULATION OF LEADERS
IN MONTHLY CLASSIFICATIONS**

| | Pages. | Agate Lines. |
|---|--------|--------------|
| *1. Vogue (cols.)..... | 538 | 84,016 |
| 2. Motor (cols.)..... | 450 | 75,600 |
| 3. Cosmopolitan | 197 | 44,261 |
| *4. Country Life In Amer- ica (cols.)..... | 267 | 43,894 |
| 5. Ladies' Home Journal (cols.) | 210 | 42,117 |
| 6. MacLean's | 166 | 37,184 |
| 7. Good Housekeeping Magazine | 153 | 34,272 |
| 8. Woman's Home Com- panion (cols.)..... | 169 | 33,920 |
| 9. System | 142 | 31,982 |
| 10. Sunset—The Pacific... 138 | | 30,968 |
| 11. Delineator (cols.).... | 154 | 30,980 |
| 12. Motor Boating (cols.). | 165 | 27,843 |
| 13. Designer (cols.)..... | 137 | 27,444 |
| 14. Woman's Mag. (cols.). | 137 | 27,419 |
| 15. Architectural Record.. | 119 | 26,768 |

| | Pages | Agate Lines |
|------------------------------|-------|-------------|
| 16. Everybody's | 118 | 26,488 |
| 17. Review of Reviews.... | 117 | 26,224 |
| 18. Popular Mechanics.... | 117 | 26,208 |
| 19. World's Work..... | 111 | 24,546 |
| 20. McClure's | 109 | 24,538 |
| 21. Pictorial Review (cols.) | 111 | 22,200 |
| 22. Canadian Magazine.... | 90 | 20,175 |
| 23. Scribner's | 88 | 19,719 |
| 24. Hearst's | 87 | 19,564 |
| 25. Modern Priscilla (cols.) | 116 | 19,505 |

*2 issues.

**BOOK REVIEWS NOT ADVER-
TISEMENTS**

A good deal of fuss has been made over an interview with Third Assistant Postmaster-General Britt, to the effect that book reviews, based on free copies, might be classed as advertisements under the new postal law. The Post-office Department is not, we take it, to be entrapped into any such *reductio ad absurdum*. To cite our own case, the *Publishers' Weekly's* record of new books is based chiefly, both in its entry and descriptive notes, on copies supplied by the publishers. There is no charge, directly or indirectly, for either the entry or the descriptive note, and in the case of books too expensive or too limited for such supply, these are indeed based on copies loaned.

Reputable journals, in fact, do not accept review copies with any obligation to print either a favorable notice or any notice at all. It would indeed be absolutely misleading to mark such notices "advertisement," and thus give the false impression that the notices were supplied by the publisher. The *Publishers' Weekly* goes even further, and has never sold a copy of a book sent to it for review, but distributes such gratuitously among its staff.

The same is to be said of the notices of the plays in the dramatic columns of a periodical for which facilities are afforded by free entrance to the theatre. Where, on the other hand, a copy of a valuable book is obtained on the promise that a favorable reading-matter article will be printed, that is purely a question of bargain and sale, and such a notice should be labeled "advertisement" as a matter of honesty, though it is scarcely the business of the Congress of the United States to enforce that kind of honesty by this kind of law.—*Publisher's Weekly*.

**"ELECTRICAL RECORD'S" ANNI-
VERSARY DINNER**

On the evening of September 26, at the Cafe des Beaux-Arts, New York, the staff of the *Electrical Record* gave a complimentary dinner to Nelson W. Gage, president of the Gage Publishing Company, 114 Liberty street, New York, publishers of the *Electrical Record*. The dinner commemorated the twentieth anniversary of the founding of the business by Mr. Gage.

\$10,000,000,000.00

Ten billion dollars is the estimated value of this year's crop yield—the largest ever known in American history.

Business men are jubilant over the outlook, spelling as it does, opportunity.

This is the real indication of our country's progress.

Similarly, a magazine containing more advertising pages than any of its previous issues, and a greater advertising volume than five leading standard magazines, is convincing proof of its progress.

Hearst's Magazine with its powerful articles, its strong, virile review and fiction features, its famous writers and well-known illustrators—including Hall Caine, Winston Churchill, and Maxfield Parrish—has waked the country to action. Its advertising pages have increased decidedly in volume for each current issue over those preceding and those of corresponding issues a year ago.

Ask your newsdealer how the circulation is fairly leaping ahead.

October Hearst's shows a gain of 13,292 lines over last year's corresponding issue—almost equal to the total volume of advertising carried by two leading and long established magazines. See record of rank on page 69. See four year record on page following.

Page rate \$168 and pro rata

Hearst's Magazine

381 Fourth Avenue, New York

Chicago Office, 437 Marquette Building

"The Most-Talked-of-Magazine-in-America"

"PRINTERS' INK'S" FOUR-YEAR RECORD OF OCTOBER ADVERTISING

| | 1912. | 1911. | 1910. | 1909. | Total |
|-------------------------|--------|--------|--------|--------|---------|
| Everybody's | 26,488 | 33,030 | 40,166 | 42,276 | 141,960 |
| Cosmopolitan | 44,261 | 31,611 | 30,856 | 28,252 | 134,980 |
| McClure's | 24,528 | 31,360 | 35,216 | 33,320 | 124,424 |
| Review of Reviews..... | 26,234 | 30,688 | 29,860 | 31,514 | 118,296 |
| Sunset—The Pacific..... | 30,968 | 29,036 | 20,888 | 27,209 | 108,101 |
| World's Work..... | 24,846 | 23,604 | 28,224 | 27,328 | 104,002 |
| Scribner's | 19,719 | 20,048 | 24,787 | 38,976 | 103,530 |
| Munsey's | 17,864 | 25,144 | 27,664 | 31,087 | 101,759 |
| American | 14,896 | 23,240 | 28,448 | 34,720 | 101,304 |
| Century | 14,146 | 18,592 | 19,544 | 20,040 | 72,322 |
| Harper's | 12,544 | 17,206 | 20,468 | 18,592 | 68,810 |
| Current Literature..... | 12,208 | 17,780 | 15,400 | 13,664 | 59,052 |
| Red Book..... | 12,549 | 12,096 | 12,544 | 16,128 | 53,317 |
| Uncle Remus's..... | 12,805 | 11,519 | 12,647 | 11,915 | 48,886 |
| Argosy | 8,491 | 12,096 | 12,488 | 14,784 | 47,859 |
| Hearst's | 19,564 | 6,272 | 9,632 | 10,016 | 45,484 |
| Atlantic | 10,416 | 11,648 | 9,408 | 7,896 | 39,368 |
| Ainslee's | 6,748 | 8,064 | 8,900 | 10,976 | 34,688 |
| Pearson's | 3,528 | 9,128 | 13,888 | 8,120 | 34,664 |
| American Boy..... | 5,240 | 7,326 | 6,689 | 9,866 | 29,121 |
| All-Story | 4,928 | 6,356 | 7,616 | 7,616 | 26,516 |
| Lippincott's | 6,720 | 7,616 | 4,032 | 4,748 | 23,116 |
| Strand | 5,096 | 4,984 | 5,320 | 5,152 | 20,552 |
| Blue Book..... | 4,032 | 5,376 | 4,480 | 5,376 | 19,264 |
| Metropolitan | 5,955 | † | 5,824 | 4,816 | 16,595 |
| St. Nicholas..... | 4,032 | 4,704 | 8,836 | 8,808 | 16,380 |

378,806 408,524 438,825 468,195 1,694,350 WOMEN'S MAGAZINES.

| | | | | | |
|-------------------------------|--------|--------|--------|--------|---------|
| *Vogue | 84,016 | 72,384 | 60,906 | 61,754 | 279,060 |
| Ladies' Home Journal..... | 42,117 | 40,754 | 49,640 | 40,800 | 173,311 |
| Woman's Home Companion..... | 33,920 | 36,071 | 37,100 | 36,800 | 143,891 |
| Good Housekeeping Magazine... | 34,272 | 33,600 | 34,272 | 25,904 | 128,048 |
| Delineator | 30,930 | 32,382 | 32,200 | 32,490 | 128,002 |
| Designer | 27,444 | 29,335 | 28,244 | 27,600 | 112,623 |
| Woman's Magazine..... | 27,419 | 29,163 | 28,200 | 27,800 | 112,582 |
| Pictorial Review | 22,200 | 21,700 | 19,800 | 16,191 | 79,891 |
| Ladies' World..... | 19,000 | 19,000 | 19,000 | 20,800 | 77,800 |
| Modern Priscilla..... | 19,505 | 19,152 | 17,877 | 18,704 | 75,238 |
| McCall's | 18,480 | 19,564 | 16,348 | 16,400 | 70,792 |
| Housekeeper | 11,253 | 14,886 | 19,400 | 18,067 | 63,606 |
| Harper's Bazar..... | 6,470 | 9,492 | 11,000 | 13,412 | 40,374 |

377,026 377,483 373,987 356,722 1,485,218 CLASS MAGAZINES.

| | | | | | |
|-------------------------------|--------|--------|--------|--------|---------|
| Motor | 75,600 | 67,032 | 74,424 | 61,912 | 278,968 |
| *Country Life in America..... | 43,894 | 43,557 | 36,687 | 39,093 | 163,231 |
| System | 31,982 | 30,688 | 29,022 | 35,392 | 127,084 |
| Suburban Life..... | 14,280 | 15,640 | 13,700 | 12,363 | 60,983 |
| House Beautiful..... | 14,172 | 17,432 | 11,970 | 11,891 | 55,465 |
| Outing | 15,976 | 12,264 | 12,880 | 10,284 | 51,404 |
| International Studio..... | 11,064 | 13,230 | 12,460 | 11,480 | 48,234 |
| Field and Stream..... | 11,648 | 11,452 | 11,508 | 10,598 | 45,206 |
| House and Garden..... | 12,550 | 12,880 | 11,228 | 5,460 | 42,118 |
| Theatre | 9,456 | 11,556 | 11,050 | 9,837 | 41,899 |
| Garden | 10,204 | 9,820 | 10,960 | 9,660 | 40,644 |
| Technical World..... | 9,632 | 8,064 | 7,840 | 10,528 | 36,064 |
| American Homes and Gardens... | 7,355 | 5,695 | 4,893 | 8,118 | 26,061 |

267,813 259,310 253,622 236,616 1,017,361 SEPTEMBER WEEKLIES.

| | | | | | |
|----------------------------|---------|---------|---------|--------|---------|
| Saturday Evening Post..... | 113,355 | 141,240 | 114,668 | 87,575 | 456,858 |
| Collier's | 56,045 | 58,145 | 49,380 | 49,880 | 213,450 |
| Outlook | 29,848 | 36,964 | 41,804 | 43,568 | 152,184 |
| Literary Digest..... | 37,820 | 39,173 | 38,117 | 35,314 | 150,426 |
| Life | 28,289 | 23,892 | 30,586 | 24,907 | 107,674 |
| Leslie's | 20,960 | 19,350 | 24,232 | 19,264 | 83,806 |
| Forest and Stream..... | 14,343 | 15,588 | 17,424 | 14,484 | 61,839 |

| |
|---|
| 300,660 334,372 316,211 274,992 1,226,235 |
|---|

| |
|---|
| Grand total.....1,824,305 1,879,689 1,882,645 1,836,595 5,423,164 |
|---|

*2 issues.

†No issue.

Christmas de luxe Edition

December Sunset—The Pacific Monthly goes to press Nov. 1. Your advertisement should appear in this superb issue—probably the finest ever produced by any magazine. It will have an immense sale “beyond the Rockies”—concentrated circulation exactly where you want to reach.

SUNSET

The Pacific Monthly

Holiday number will be dressed in a four-color cover, with *sixteen pages of four color illustrations*, picturing the joys and attractions of California’s “Winter-out-of-doors” land.

In addition, this issue will be the best all-around magazine we have yet published. It will also mark the start of a new serial—“The Long Chance,” one of the best of the year.

You must get into the spirit of the *real* West and its people via the Sunset—Pacific Monthly. Get in the de luxe number and get started right. Remember, forms close Nov. 1.

Just address like this:

“Sunset—The Pacific Monthly”

Wm. Woodhead, Business Mgr., San Francisco

OR THE EASTERN OFFICES:

Chicago—78 West Jackson Boulevard, L. L. McCormick, Mgr.

238 Marquette Building, G. C. Patterson, Mgr.

New York—37 East 28th St., W. A. Wilson, Mgr.



Any advertiser seeking information about the circulation of THE CHICAGO RECORD - HERALD will find the circulation day by day for the preceding month on the editorial page of every issue.

Position Wanted

Working Salesmanager

Experienced in high-grade printing. Has personal acquaintance with advertisers and manufacturers—and advertising agents throughout the country. Understands their printing wants and needs.

Can plan, design and originate high-grade catalogs and booklets.

Wants interviews with printers equipped to handle greater volume than at present of the high-grade work now being sought by many advertisers and done by only a few printers. "AM" Box 17, care Printers' Ink.

THE INSIDE STORY OF ONE HOUSE-ORGAN'S SUCCESS

EVOLVED FROM SEPARATE LETTERS TO SALESMEN, IT ENCOUNTERED JEALOUSIES AND WON SUPPORT BY PROVING ITS WORTH—HOW THE SALESMEN WERE WON OVER—THE HOUSE-ORGAN GREW TILL IT EMBRACED ALL DEPARTMENTS OF THE ENTERPRISE—THE FULL-GROWN PART IT HAS FINALLY COME TO PLAY

By Daniel Louis Hanson.

[AUTHOR'S NOTE: To permit of greater latitude in recording this chronicle—a few pages from the actual story of a great American business house still in existence—the establishment itself shall bear the name of Moses Irons & Co., and the sales manager be called John Renwick. The change in these two names constitutes all the fiction there is in the narrative.]

John Renwick traveled Michigan in the early nineties, representing the firm of Moses Irons & Co., dealers in plumbing supplies. The illness and subsequent death of the sales manager gave him the sales desk temporarily, but once located at it he held possession for a long series of years. His task was, obviously, more complex than it would have been for an outsider. To formulate a system where, hitherto, there had been none; to install rules and with them discipline and to speed up sales, and all that with men who had been his fellow travelers for a decade past, some of them being older employees than he was, and each of them a past candidate for the sales manager's desk, constituted the task Mr. Renwick had set for himself.

That salesmen of the right mettle have all the idiosyncrasies of prima donnas is recognized as one of the serious handicaps of business. Yet without that artistic temperament they are failures as salesmen. Now the first attitude of an artistic temperament is one of resistance to any and all innovations, and of course to everything that savors of system. The innovation is looked upon as the forerunner of a system, and the system suggests the formulation of rules, consequently a course of discipline.

Renwick, the apostle of system, in the hitherto systemless Moses Irons & Co., felt his way with diplomatic letters. Yet a weekly route sheet, a weekly expense account, a reasonably limited advance check and a uniform order sheet were opposed individually and collectively by each and all of the sales force. However courteous and pleasant the letters might be which Renwick sent out to his salesmen, exceptions were taken to them by the traveling men. A simple rule and one made necessary by the growth of business—sent out by mail—was looked upon by each of the salesmen as a personal affront.

Then came to Renwick the idea of a weekly sales letter, impersonal in tone and yet binding on all of the sales force. He called it "The Irons Letter," which had about it the ring of authority. The first copy went out early in May, 1898. The initial issue was carbon work, done by the stenographic department during odd moments. It contained the current prices on fluctuating commodities such as lead pipe, wrought pipe metals, etc. Also a couple of rules to take effect immediately, and a brief statement of the "letter's" scope.

Such was the first issue of a publication destined to perform an important function, not only in the establishment of Moses Irons & Co., but also in the entire plumbing supply line. That it did not have smooth sailing from the very beginning, nor in fact through any of its journeys, goes without saying—"The Irons Letter" was an innovation and as such met with intense opposition. Several of the sales force ignored it entirely, others laughed at it, while some of the department chiefs, whose idea it was not, did their best to kill it.

In the second issue Mr. Renwick cleverly incorporated a signed instruction from Mr. Irons directed to the sales force. This gave an authoritative tone to the publication. After that the fight was more under cover, but no less vigorous.

As Renwick gained in experi-

Leaders—

**Intellectually
Financially
Socially
Politically**

in any community are
among the regular readers
of the

ATLANTIC MONTHLY

Ask the leaders whom you
know—both men and women—what they think of
the Atlantic.

"The circulation of the Atlantic
extends to the Pacific"

WALTER C. KIMBALL, Inc.
Advertising Managers

CHICAGO NEW YORK BOSTON

Modestly Addressed to the Publisher of a Good Magazine

Are you going up or are you going down?

In the publishing world there's no such thing as standing still.

Population grows; new readers and new advertisers are born.

YOU are gaining *handsomely*, or you are losing.

If you are not satisfied, perhaps I am the antidote, emetic or stimulant you need.

I am not out of a job; I prefer hard work to easy; I can be brief. *Send for me.*

"K"—Box 16, Printers' Ink

136 advertisers are represented in the November issue of

PHYSICAL CULTURE

just closed, aggregating 10,080 lines of space—2016 lines more than PHYSICAL CULTURE has ever previously carried. The "business is bad" shouter will have to go elsewhere for sympathy; we have none to offer.

New York Office: 1 Madison Avenue
O. J. ELDER, Manager

Chicago Office: People's Gas Building
W. J. Macdonald, Manager

Quality Circulation Brings Returns

ence he observed that certain faults of salesmen could be termed racial. They seemed inherent in salesmen and appeared to be periodic in their appearance. Blair, out in Iowa, would trip up in some essential, to be followed in a few days by Boler, down in Washington, D. C., making the same blunder. Taking these serious lapses from business methods as texts, the sales manager handled them impersonally in a series of short editorials written in the Gorgon Graham style at that time so much in vogue. They were eminently successful in that the offenders, who would have resented a personal letter on such a subject, saw the point clearly and in most cases mended their ways. Some catchy phrases from these editorials became concurrent around the offices, which helped the prestige of "The Irons Letter."

One day, while walking through the stock rooms, Renwick noticed some old-style trench pumps. They were perfect in every respect, but lacked the lines which recent years had given to that kind of pumping apparatus. They had been overlooked during the moving, a decade earlier, and had just come to light again. As Renwick kicked at one of them with his foot an idea came to him: Why not advertise them to our salesmen in "The Irons Letter"? And it was only a step to the bigger idea—the one that was destined to mean so much to him and his firm: Why not advertise all of our odds and ends to our salesmen?

In the next issue of "The Irons Letter" two columns were given up to surplus stock, and among other items were the trench pumps with a price. In two days Montgomery, of Michigan, sold one. On the fourth morning an order for one came from Blair in Iowa, to be followed in the next mail with a duplicate order from Boler.

Then another inspiration came to Renwick. Why not advertise in "The Irons Letter" the notable sales made by our men?

"Will that not create jealousy?" asked Moses Irons, when Renwick outlined his plan.

"Yes, but under the name of emulation," replied Renwick.

The next issue of the house-organ had a column entitled "Honorable Mention." In it credit was given to the salesmen who had moved surplus stock. The surplus stock list had increased materially.

Antagonism was still busy with "The Irons Letter," and it culminated in complaints being made to Moses Irons by various department chiefs that they were unable to get sufficient stenographic help because of the time spent in getting out "The Irons Letter." Mr. Renwick was called into the front office by Mr. Irons to defend his publication.

"We will get it printed," said Renwick, and seeing no shadow of disapproval on his chief's face, he continued: "We will call it 'The Moses Irons Bulletin.'"

The following week "The Bulletin" appeared, and it has not missed a publication day since.

"The Bulletin" of to-day is not "The Bulletin" of 1898. The weeks, months and years have added to its value and efficiency. Its growth was evolutionary—step by step. Some ideas proved acceptable, others of simply theoretical worth. Each idea was given time to try itself out, however, before its successor stepped on its heels.

It took a couple of years before the various specialty departments were able to cast off their jealousies and could recognize "The Bulletin" as a medium for advertising their specialties to the salesmen. When that time came it became a question of nice adjustment to give each department a fair amount of space in each issue and to be just to all.

"We must keep our salesmen posted, or they forget what we have to sell," they pleaded.

Moses Irons facetiously termed this "intramural advertising," but he had long since appreciated the value of "The Bulletin." He knew it kept the salesmen more evenly spread over the entire line. He saw it pull the salesmen who had tended in the direction of least resistance—that is, low-priced stuff



In the beginning

is the best time to consult us about your catalogs and booklets. Why?

Because then, before the plans are all completed, we can help you in formulating them and in determining just what form is likely to be best suited to your purpose.

We can also help you in suggesting attractive and effective treatment in the matter of typography, stock, color scheme, decoration or illustration,—treatment that lends itself to economical production from a manufacturing standpoint.

Our experience and ability is at your service,—and with no cost to you.

When would you like our representative to call?



THE TROW PRESS

201-213 East 12th Street

Phone 1100 Orchard, New York

Over One Billion Dollars of Manufactured Products Are Now Exported a Year

And this trade is increasing at the rate of ONE HUNDRED MILLION DOLLARS A YEAR.

Are you getting your share of this trade?

Our business is to supply you with a service that will help you realize your export possibilities. We are doing it for 700 other American manufacturers.

Do you know what this service is?

American Exporter

135 William Street
New York

YOU CAN'T KNOW TOO MUCH

About your own business

Men of the first rank are always well informed. Especially is this true of advertising men, whose chief stock in trade consists of ideas.

The quickest way to add to your own mental equipment is to make effective use of practical business books—especially the standard books in your own line.

Which are these books? To answer that question we have just issued a new pamphlet on "Practical Reading Course in Advertising." It is not a "write-up," but a clear, impartial review of the important books on advertising. It will put you in direct touch with the best that has been accomplished in advertising. It is full of practical ideas and suggestions that you need in your own work today.

We will send you a free copy. Don't delay. Just write a note or a post card—while it is on your mind—at once.

BUSINESS BOOK BUREAU
50 Mercantile Library Building
New York City

—over to high-grade material, and so increase the profits of the house.

One day Renwick conceived the plan of using the electrotypes which were stacked away awaiting the next catalogue issue to illustrate "The Bulletin." First tried out on the surplus stock, it was only a week or two before the specialty departments caught the plan. The feature proved popular and acceptable from the very first.

Editorially Renwick kept going a series of pithy sales talks which were finally developed into a system of sales study by correspondence. Later this course was made obligatory on all sales persons; even the department managers were made to understand that the front office looked with special favor on those who were in accord with such a plan of self-improvement to the extent of following the course.

The surplus stock list grew apace for a time as the clerks unearthed the relics of previous years. Eventually, however, it dwindled down to a short column of practically unsalable stuff. Long before this happy condition was reached it had become the custom of the trade to anticipate the salesmen's visits by asking through the mail for special prices. It then became the task of the purchasing agents to pick up the odds and ends which various manufacturers had to offer. Nor did it take long for the overstocked jobber to realize that Moses Irons & Co. could handle his stuff better than he himself could. With both the buyer and the seller turning to Irons & Co., sales were bound to advance at a phenomenal rate, and they did.

The "Honorable Mention" list kept up a spirit of friendly rivalry in the sales force.

One day the printer spoiled several pages of nearly a hundred "Bulletins," the surplus stock sheet, however, being saved. As an experiment Renwick sent these lists to some of the best trade with a little explanatory letter. "Subject to prior sale—and prices do not apply to regular stock"

Nearly twenty per cent replied with orders. From then on that portion of "The Bulletin" was mailed to an increasing number of customers. It seemed best to print a coupon at the end of the list:

"Moses Irons & Co.:

Please ship by

From "Bulletin" list of

Subject to prior sale.

(Signed) _____."

That scheme proved valuable, over seventy per cent of purchasers using the coupon.

"If our salesmen are helped by having articles in 'The Bulletin,' descriptive of our stuff and of sales methods, why not add some text to the trade edition?" asked Mr. Irons one day.

And that suggestion gave birth to the "Irons Sales Bulletin." It had a couple of pages of pert paragraphs and suggestive editorials on sales topics. Each issue had several illustrations of fixtures and tools. And of course the surplus stock list was an important part of each edition.

About this time was originated the scheme of special sales. After a month of trial, capitals were used—SPECIAL SALES. Goods were grouped on the quantity basis: "A dozen Stillson wrenches, various lengths"; or a combination offer: "A Trimo—whatever size might be heavily stocked—a pair of plyers, a plumber's furnace, a soldering bolt"—or else an extra five on all plumber's tools.

The preparation of these special sales lists was a task of no small magnitude, calling for a thorough knowledge of the stock on hand and a study of the market situation. The trade eventually got into the habit of waiting for these sales, which were planned on a seasonable basis: water-works specials in the spring and thawing steamers in early winter.

The specialty departments were not slow to see the value to themselves of these special sales. All matter had to be in four days previous to publication, and there was always a clamor for space. "The Bulletin" was kept out of the hands of any one department



Silverware Known in Every City and Hamlet in America

The value of keeping a trade mark of quality before the public in publications of merit, is seen in the wonderful success of

1847 ROGERS BROS.

"Silver Plate that Wears"

Half a century ago the makers realized the value of consistently advertising their trade mark and making an honest statement of their claims.

The result has been that this silverware is the leading brand sold to-day—the only one with an unqualified guarantee backed by the actual test of 65 years' wear.

INTERNATIONAL SILVER CO.
MERIDEN, CONN.
Successor to Meriden
Britannia Co.



—it was the voice of the entire establishment.

In time came special editions—the hospital edition, the school edition, each devoted to fixtures and goods peculiar to such institutions. Such editions contained no prices, as they went in many cases to individuals who were not entitled to quotations. Eventually it became inadvisable to give any net prices, even in the regular trade editions. Lists were given and a special discount mailed to the customer under a sealed cover.

During all the years "The Bulletin" had been making its way Moses Irons & Co. had been liberal advertisers. They had been the first to advertise plumbing goods in the popular magazines, and had done much toward popularizing that class of material. But it remained for Mr. Renwick to cap the entire advertising campaign.

"Why not advertise 'The Bulletin' through the magazines?"

"Advertise the advertisement?" exclaimed Moses Irons, quick to see the possibilities of the plan. "Advertise the advertisement—that is the biggest stroke yet!"

After some discussion the following coupon advertisement was decided upon:

"If you are interested in any phase of plumbing—either in the home, the office building, or the institution—indicate it on the attached coupon and a suitable illustrated booklet will be sent to you free of charge."

To meet the response to this advertisement, and its successors of a like tenor, special booklets were gotten up, the illustrations in them being those of buildings in which Moses Irons & Co.'s goods had been used. Among them were farmhouses, city residences, apartments, hospitals, schools, railway stations and so on. And of course there followed sales from not only all parts of the American continent but from over the seas as well.

It took five years to bring "The Bulletin" up to the point of highest efficiency. Crude in the first

idea, it had in it the germ of advertising philosophy—that of telling people what one has to sell, even though the ones to be reached are the salesmen who are paid to know. Coming from one department it finally touched them all. It made of each employe a sales person. By simplifying buying for the busy plumber it brought trade to its publishers.

"To advertise our own goods to our own salesmen was a big idea," said Moses Irons in later years; "to reach our trade intimately by the same means was another upward step. But to advertise the advertisement—that was the biggest thing we ever did and we never fully made good till we did that."

COCA-COLA AND THE OLD OAKEN BUCKET

THE GOULDS MANUFACTURING CO.
SENECA FALLS, N. Y., Sept. 12, 1912.
Editor of PRINTERS' INK:

I just ran across the enclosed Coca-Cola advertisement and it illustrates so



The Old Oaken Bucket

Filled to the brim with cold, clear purity—no such water nowadays.

Bring back the old days with a glass or bottle of

Coca-Cola

It makes one think of everything that's pure and wholesome and delightful. Bright, sparkling, teeming with palate joy—it's your soda fountain old oaken bucket.

Free Our new booklet, telling of Coca-Cola vindication at Chattanooga, for the asking.

Wherever you see an Arrow think of Coca-Cola.

Demand the Genuine as made by THE COCA-COLA CO. ATLANTA, GA.



well how necessary it is for the copy man to dig deep and use care in the selection of his illustrations that I am calling your attention to.

The "Old Oaken Bucket" sounds good in the poem, and no doubt it is also an

effective reminder of the "good old days" for grandmother and grandfather on the farm. However, we assume that the advertiser is not intentionally restricting his appeal to the old folks.

To the modern farmer the "old oaken bucket" suggests anything but purity. To him the open well means water polluted with decaying vegetable and animal matter, water that is distasteful and made dangerous by the deadly typhoid germ. He would no more think of drinking from such a well than he would from the small roadside stream.

The subject of sanitary water supply is one that has been discussed constantly in the editorial pages of agricultural publications for several years.

And through the advertising pages the pump and well drill manufacturers have done even more to educate the farmer.

The ad man is right where he says: "No such water nowadays." The farmer wouldn't drink it if there was. He has a much safer and more palatable supply from his tight, cased well which goes down to bedrock and is equipped with a tight, sanitary iron pump.

The manufacturers of such pumps have seen to it that every modern farmer realizes the danger that lurks in the open well. It might be more profitable for Coca-Cola advertising if this fact were recognized.

C. H. CLARK,
Advertising Manager.

"What You Get"—Answered.

The September 8th, 1912, issue of *Printers' Ink* quoting The Morgan Company of Oshkosh, Wisconsin, (lumber, doors, sash, blinds, etc.) is authority for the statement that since The Morgan Company began advertising Morgan doors, its advertisement has always been carried in *AMERICAN HOMES AND GARDENS* and in *COUNTRY LIFE IN AMERICA*.

Below is the Morgan Company's statement of the number of inquiries received from the above magazines for the first six months in 1911 and 1912:

| | 1911 | 1912 |
|--------------------------------------|------|------|
| American Homes and Gardens | 81 | 106 |
| Country Life in America | 104 | 116 |

THERE IS A REASON why these facts and figures are

INTERESTING TO ADVERTISERS

the principal one being that it is one of many instances of the fact that *AMERICAN HOMES AND GARDENS* is

INTERESTING TO READERS

Agencies and Managers like to be reminded of their opportunities. (A magazine page in *AMERICAN HOMES AND GARDENS* one year \$612.) Compare this rate with the rates of other magazines in the same class.

MUNN & CO., Inc., Publishers

JOHN R. HAZARD, Advertising Manager,
361 Broadway, New York, N. Y.

A. T. SEARS, Jr., Western Manager,
Peoples Gas Building, Chicago, Ill.



VIEW OF NEW YORK BAY, GOVERNOR'S ISLAND, STATEN ISLAND, BROOKLYN AND THE NARROWS FROM THE NEW WOOLWORTH BUILDING

This View Will Bring Customers To Your Office

If your New York office is in the new

Woolworth Building

Advertising firms will find this the finest location in New York. It is Accessible, Well Advertised, Opposite General Post Office, Nearest to Railroads and Piers. Write

EDWARD J. HOGAN, 3 Park Row, New York City

'Phone Cortlandt, 5279

The Little Schoolmaster's Classroom

One booklet writer describes his methods of working and declares that the right way is to make the dummy first. Another, Mr. Benjamin Sherbow, tells how he works, and he is sure that the best results are attained by writing copy before anything is done about the dummy.

Which is right? Probably both are, and it is likely that the two men work along lines that are not so far apart after all. Both would probably agree that copy ideas should be mapped out in the mind in a general way anyhow before the dummy is made up. But one man can write better when not hampered by the idea that there is certain space to be exactly filled. The other probably prefers to limit himself to a certain space on a certain topic. The plan of each is best for his particular case, no doubt.

A recent article in the *Independent* describing the working methods of E. Phillips Oppenheim informs us that he dictates all of his interesting fiction to a stenographer. Fellow-workers in the literary field marvel that Oppenheim can turn out his matter in that way; they, or some of them at least, have to work alone, the mere presence of another person being objectionable.

These things go to show that we should not follow blindly all that we read about methods of others. It is a good thing to get all we can from the experiences of others, but we must take our own measure before we fit the shoe.

* * *

The illustration in a soup advertisement shows a businesslike man sitting down at a table with his wife, discussing the saving that the purchase of certain soups makes in the household expense account. On the table in front of them are several cans of the soup. Advertising, like a stage scene, leaves a little room for the imag-

ination, but it is rather hard to figure out a council between a business man and his wife over the saving effected by buying canned soups. A talk of this sort between two housekeepers would seem more lifelike. The nearer we get our pictures to the real things of life, the more convincing they will seem.

* * *

"I believe the shrewd buyers are going to the central markets more and more and buying from traveling salesmen only when they have to," said a successful men's furnishing buyer to the Schoolmaster in a luncheon-table talk the other day. "A great deal of the best stuff never gets on the road. You just have to go to the big centers and dig around for yourself to be sure that you are getting what you ought to have. I was reminded of this in New York on my recent trip there, when I saw in a retail store a set of neckwear that was just what I wanted for my trade. The retailer wouldn't let me know who sold it, and I afterward found that his chain of stores had exclusive rights on it in New York; but I got a clue and I finally ran the stuff down. I wouldn't have missed getting those cravats for a great deal, but I never would have had a chance at them but for my practice of going to the central market and looking around pretty thoroughly before buying."

* * *

Again it's the simple thing that proves to be effective. On rainy days we used to see a hand-lettered "rubbers" sign at the front of the shoe-stores. Nowadays at least two manufacturers of rubber shoes are supplying their retailers with attention-compelling "rubbers" signs, which of course advertise a certain brand of rubbers but the signs are used just the same.

Dealer's Co-operation is a certain and simple proposition to the manufacturers using the profit-sharing plan of the National Premium Clearing House. Particulars on request.

THE JOHN NEWTON PORTER CO.

JOHN NEWTON PORTER, President

253 BROADWAY

NEW YORK CITY, N. Y.

DAILY AVERAGE FOR FOUR MONTHS—27,840

THE NEWS-LEADER

Every afternoon except Sunday

Richmond, Virginia

"More Daily Circulation Than Any Other Paper
Published in Virginia"

NET CIRCULATION STATEMENT

From May 1, 1912, to Aug. 31, 1912—

| | Daily Average | | Total |
|--------------|---------------|------------------|--------|
| | In Richmond. | Out of Richmond. | |
| May | 21,059 | 7,367 | 28,426 |
| June | 20,909 | 7,207 | 27,116 |
| July | 20,541 | 7,238 | 27,779 |
| August | 20,016 | 7,022 | 27,038 |

For four months..... 20,681 7,209 27,840

State of Virginia } ss:
City of Richmond }

I, G. M. Rawson, circulation manager of the NEWS LEADER, do solemnly declare that the statement of circulation given above is true and correct. G. M. RAWSON.

Subscribed and sworn to before me
this 6th day of September, 1912.

J. T. W. CURTIS,
Notary Public.

My commission expires May 24, 1915.

If you don't read a few of the trade papers and absorb some of the point of view of the retailers that pass your product out to consumers you are missing a great deal that you ought to know.

A Modern Fallacy

Any advertiser who will have the wool pulled over his eyes to the extent of believing the metropolitan papers cover the inland fields, needs to have some way of getting close to what is existing in the inland fields. For instance: The papers of Chicago and Milwaukee no more cover Southern Wisconsin or any part of it than does The New York Sun.

The Janesville Daily Gazette goes into 8000 homes and out of that 8000 there are mighty few who take metropolitan papers or any other one medium aside from "The Gazette."

Write for local information

THE JANESVILLE DAILY GAZETTE

M. C. WATSON, Eastern Representative, Flatiron Building, New York, N. Y.
A. W. ALLEN, Western Representative, 1502 Tribune Building, Chicago, Ill.

Edw-Edz

Celluloid

Use these Guides Tipped with Celluloid

Don't crack, curl, fray or require additional filing space. Always clean. Don't show finger-marks. All colors—plain or printed as desired. Only Tip in one piece. All sizes.

Write for Samples.

STANDARD INDEX CARD CO., 701-709 Arch St., Philadelphia

Lincoln Freie Presse

GERMAN WEEKLY

LINCOLN, NEB.

Prints nothing but original matter, and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

ARE you pestered to death by important detail that always goes wrong unless you give it your personal attention?

Will you pay \$6,000 a year for the services of a man who can really relieve you of it and let you knock off for a fortnight's hunting this Fall?

You'll do great work when you get back—and find that the new detail man can also help plan promotion and close contracts. Address "Detail," Box 18, care Printers' Ink

The Schoolmaster picks up some of the most valuable sort of lessons through the trade press and by visiting retail stores and asking questions that draw out the merchants on the subjects of demand, advertising policies and co-operative work between retailer and advertiser.

* * *

"If it pays to advertise in the *Woman's Home Companion* and *McClure's Magazine* it surely pays to advertise in this programme." This remarkable example of logical argument is taken from the front page of a theatre programme. Can you beat it?

* * *

A Mercersburg boy was among the winners at the recent Olympic games, and a friend of the Schoolmaster says that it has been the best piece of advertising Mercersburg Academy ever had. This year there has been a remarkable increase in the number of applications. Different kinds of institutions require different kinds of advertising, but it seems fairly well conceded that the athletic feature is the greatest advertising factor in the case of many schools and colleges.

* * *

An agency manager, in outlining a problem for an applicant for a copy-writing position, wrote:

"As you know, there are three sides to the shoe proposition: first, style; second, comfort; third, wear. We believe that a woman's shoe makes its appeal in just the order that these qualities are named—that she is interested first of all in the style of a shoe, secondly in its comfort and thirdly in its wearing qualities.

"There are other shoes with just as good style as the — shoe, and there are others just as comfortable, but we do not be-

INLAND ADVERTISING AGENCY

C. L. Watson, President

501 McCORMICK BLDG., CHICAGO

Complete selling plans, Newspaper and Magazine Advertising, High Class Catalogs and Booklets. Let us send you "Demonstrations," our monthly visitor.

lieve that there is any other woman's shoe that combines both style and comfort in such great degree. As to wear, all reputable makes of shoes wear about alike, according to price. We, therefore, leave wear out of consideration and play up style and comfort. For style we depend on the general atmosphere of the advertisement, and the illustrations of the shoes themselves. We believe that a woman is or is not pleased with a style when she sees it, and that nothing you can say is likely to change her mind about it. With style taken care of, therefore, in illustrations and arrangement, we devote the text practically entirely to comfort.

"For the next season we wish to introduce into this advertising some human figures that will illustrate the comfort of this shoe. I would like, therefore, to have you build an advertisement along these lines, introducing some human interest illustrations that, in connection with the text, will drive home the comfort of this shoe; and remembering that the tone of the illustration, as well as the exhibit of styles that will be worked in, together with the general appearance of the advertisement, will be depended on for the style effect.

"I am giving this problem to you just about as I would give it to you if you were here. I want to see if you can work out something that is very different from the class of work you have been doing. I once employed a copy-writer who had made good in great shape as advertising manager for a large house-furnishing store, but he was an utter failure on magazine copy for the propositions that we have to handle. You will readily appreciate the fact that a man may be able to do very good work where he has some

concrete value like clothing to talk about, yet not be able to do good work on propositions that need to be very liberally sprinkled with imagination to make the advertisements effective."



GOOD SALESMEN

Spend their selling arguments on prospective customers only.

Your Advertising

if it is to exert its maximum selling power, must be so placed as to reach the greatest number of prospective customers per publication.

In Pittsburgh the families of real buying power read

THE PITTSBURGH SUN

Emil M. Scholz, General Manager

CONE, LORENZEN & WOODMAN,
Foreign Representatives,
NEW YORK. CHICAGO.

We Help You to Sell in Canada

We have specially good facilities for the manufacture, storage and distribution of proprietary articles

We have a large, modern, well-lighted, cleanly factory building in the heart of Toronto's manufacturing district and are already representatives of many of the best known proprietaries now operating in Canada.

We are also in a position to give you competent advertising advice and service.

Let us make you a proposition.

CANADA REPRESENTATIVES, Limited
195-196 Spadina Avenue TORONTO

Are you affected by recent

Postal Legislation?

(publishers' laws, parcels post, etc.)
FRANK E. McMILLIN, formerly Chief Post Office Inspector of the United States, an authority on postal subjects, offers his advice and services as a

COUNSELOR IN POSTAL AFFAIRS

to publishers, transportation companies, and all concerns using the domestic or foreign mails extensively.

PUBLISHERS—Send for information regarding "stockholders of record" and "paid subscribers," as required by Act of Congress, August 24, 1912. Address **FRANK E. McMILLIN**, 84 William St., New York

SLIDES
LANTERN SLIDE ADS
are effective if made attractive
Our business is to make the best slides
used in the
Leading Moving Picture Houses
Write for particulars and prices
NORTH AMERICAN SLIDE CO.
23 N. 9th St., Phila., Pa.
SLIDES

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

ADVERTISING AGENTS

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

HB

This is your advertising department if you wish it. You can use it just as you would in your own office—but more economically. It is part of our business to study selling problems, and to devise practical plans for gaining the result desired. Write, on letter-head, for Portfolio of Proofs.

HELLER-BARNHAM, Essex Bldg., Newark, N. J.

ADVERTISING MEDIA

THE BLACK DIAMOND Chicago-New York-Pittsburg, for over 25 years the coal trades' leading journal. Write for rates.

THE TEXTILE MANUFACTURER, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

AD. WRITERS

"**DESIGNS VERY PRETTY, clever copy,**" he wrote. **COPY SERVICE—Writing and Illustrating (only)—on piece work basis. 12 years' Agency and Magazine N.Y. experience. A. G. WONFER, 31 Clinton St., Newark, N. J.**

BUSINESS OPPORTUNITIES

Some Man with \$3,300

can buy my 469 acre stock farm. Need money—no better investment in state. Near railroad, mineral spring. Other particulars. **DUNNING, Aulander, N. C.**

COIN CARDS

WINTHROP COIN CARDS. Made of coated stock, patented apertures for any coin or coins. Money inclosed in our cards not noticeable to the touch. People remit by coin card who would not bother with money orders, checks, or stamps. Neatest and safest coin card made. Write for price-list and samples. **THE WINTHROP PRESS (Dept. C.) General Printers and Binders, 60 Murray St., New York.**

HELP WANTED

EXPERIENCED advertising solicitor for established export monthly. Appeals to manufacturers, banks, insurance companies, etc. Absolutely high class circulation. Liberal commission. **Exporters' Review, 80 Broad St., N.Y.**

WANTED—Mechanical retoucher with photo engraving house experience, in art department of large manufacturing concern located in Middle West. State experience and salary wanted. Address Box 333, care Printers' Ink.

WANTED—Circulation Manager for a leading trade paper. Give experience, reference and salary wanted. Good position to right man. Address Box 336, Printers' Ink.

Wanted: A clever, experienced

ad. writer, capable of writing good copy for several small stores in a city of 70,000. Address **WESTERN, Box 328, care of Printers' Ink.**

WANTED: Western representative for the Associated Medical Publishers, the Big Six of the medical field. Headquarters in Chicago. Must be high grade man, acquainted with the agencies. Drawing account and commission. Address ASSOCIATED MEDICAL PUBLISHERS, 286 Fifth Avenue, New York, N. Y.

Circulation Man Wanted

to work as an assistant to circulation manager of one of the largest farm paper publishing houses. Splendid chance for dependable man with ideas. State education, age, experience and former salary in answering. **G. W. H., 600 First National Bank Building, Chicago.**

WANTED: An Advertiser

ing Writer with ideas by the Service Department of a large trade paper publishing house. Possibly a man who has been free-lancing and would like a permanent place will fill the bill. Must be young enough to have enthusiasm and energy and old enough to have had experience. State experience and salary expected. Send samples of work if convenient. Address: **Box 334, care of Printers' Ink.**

WANTED—Man of middle

age who has spent most of his life in newspaper offices, from the broom up, desires a change. Has had ten years' experience in reportorial work and the last eleven years as advertising man on two dailies, at different periods. Now wishes position on Western newspaper as local advertising manager. Can furnish satisfactory references from present and previous employers. Address Box 339, care of Printers' Ink.

MAILING LISTS

PACIFIC COAST, Addressing, Multigraphing, Printing, Mailing, Guaranteed Service. Largest and only skilled organization on Coast. Write for catalog. **Rodgers Addressing Bureau**, 35 Montgomery St., San Francisco, Cal.

MISCELLANEOUS

SHRINERS connected with the circulation end of the newspaper business can hear something decidedly to their financial advantage by communicating with **THE CRESCENT**, 180 East Fourth Street, St. Paul, Minn.

POSITIONS WANTED

SOLICITOR—six years with one of the largest general magazines—age 27 years—best of references. Seeks connection with opportunities. Address, Box 340, care of Printers' Ink.

STENOGRAPHER—Young lady with nine years' experience in advertising line desires to connect with advertising or publishing house. Can furnish best references. Address **COMPETENT**, Box 316, care of Printers' Ink.

ADVERTISING Solicitor; wide awake young man would like to connect with good going publication; experienced on daily and trade journals; at present employed. Salary and commission. References. Box 329, care Printers' Ink.

WANTED—By young married man, position as business manager or auditor with Western newspaper. Experience. Can furnish reference from present employer, now one of the successful publishers of Indiana. Address Box 338, care of Printers' Ink.

ADVERTISING WRITER and assistant (25); four years' experience with prominent manufacturing concern. Forceful writer; attractive layouts. Familiar with advertising details. Conscientious; enterprising. Address, **AGGRESSIVE**, Box 330, care of Printers' Ink.

ADVERTISING plus **BRAINS** equal **DOLLARS**; three in one for sale by beginner in advertisement writing (I. C. S. graduate); two years' stenographic and corresponding experience; college bred; age 26. My capital will coin dollars for you. **VOS**, 157 East 90th St., N. Y. C.

ACTIVE YOUNG MAN with sound advertising ideas and some experience wishes position as assistant in advertising department. Experienced in lithography, types, cuts, and printing. Good at layout and copy writing. Studied under advertising counsellor. Will locate anywhere. **F. V. H.**, Box 326, Printers' Ink.

REPRESENTATIVE IN CUBA

Experienced advertising man and selling agent, about to return to Cuba, is now arranging to handle a few selected lines. If interested, address **CUBA**, Box 331, care of Printers' Ink.

YOUNG ADVERTISING MAN, now working on independent basis, desires to enter publicity department of Eastern manufacturer as assistant to manager; or, would accept position with agency. Prepares strong, clean cut copy of any form, and besides being a capable advertising man, has a broad knowledge of salesmanship—gained by experience. Address, "F. K.," Box 332, care of Printers' Ink.

Trade Paper Man

with 17 years' all-around experience, at present Business and Advertising Manager of several trade publications, desires to make a change for *very excellent family reasons only*. Have had soliciting experience in all large cities east of Chicago and St. Louis. Capable of taking *entire charge* of trade or class publication or managing branch office. Box 327, care of Printers' Ink.

The past few years of my life

have been spent with a most successful house where I have gained sufficient experience in creative and promotive work to qualify me to join your staff and help increase your sales. Tell me your proposition in or near Philadelphia and let us talk it over in detail. 32 years old. Married. In love with salesmanship. Address, "1912," Box 317, care of Printers' Ink.

A COMPETENT WOMAN,

with five years' experience in the publishing field, desires position with good house in New York where ability and responsibility will be appreciated. Have had experience in office management, including ordering cuts, handling printing, also in circulation and advertising. Could fill place as secretary to manager or assistant in a department. Want \$25 weekly to start. Address Box 336, care of Printers' Ink.

Do You Wish

to employ an experienced advertising representative; a man having a general knowledge of all branches connected with the business. At present employed, but desire to make a change after January 1st, 1913. Can furnish the best of references as to character and ability. If this interests you kindly address a letter to Box 337, Printers' Ink Pub. Co.

In or Near Philadelphia

a position requiring promotive ability awaits a man of my type. My knowledge and experience has been gained by helping solve the daily problems for forceful, practical men, acknowledged as leaders in their respective lines. My working knowledge of advertising, salesmanship and correspondence should make me valuable where promotive and creative ability is needed. Not a know-it-all, but an ordinarily intelligent man of 32 with certain ideas and ambitions. Correspondence confidential and in detail. Address, "1912," Box 316, care of Printers' Ink.

PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PUBLISHING BUSINESS OPPORTUNITIES

SEE **HARRIS-DIBBLE CO.** for PUBLISHING BUSINESS OPPORTUNITIES. Phone 4363 Gramercy, 46 W. 24th St., New York.

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, Ledger, dy. Average for 1911, 26,377. Best advertising medium in Alabama.
Montgomery, Advertiser, net av. year 1911, Dy. 17,669; Sun., 22,328. Guarantees daily 3 times, and Sun. 4 times the net paid circulation of any other Montgomery newspaper.

ARIZONA

Phoenix, Gazette. Average June, 1912, 6,238 daily. A. A. ex. regularly.

CALIFORNIA

San Diego Union. Sworn circulation, July, 1912, Daily, 10,967; Sunday only, 15,729.

CONNECTICUT

Meriden, Journal, evening. Actual average for 1910, 7,801; 1911, 7,892.

Meriden, Morning Record & Republican. Daily av.: 1909, 7,709; 1910, 7,893; 1911, 8,085.

New Haven, Evening Register, daily. Aver. for 1911 (sworn) 10,154 daily, 2c.; Sunday, 15,108, 5c.

New London, Day. Evening. Circulation, 1910, 6,892; 1911, 7,141. Double all other local papers.

Norwalk, Evening Hour. Average circulation 1911, 3,645. Carries half page of wants.

Waterbury, Republican. Examined by A. A. A. regularly. 1911, Daily, 7,616; Sunday, 7,559.

DISTRICT OF COLUMBIA

Washington, Star, Evening and Sunday. Average daily 4 mos. '12, 64,184 (C.C.). Carrier delivery.

ILLINOIS

Chicago Examiner, average 1911, Sunday 541,623, Daily 216,698, net paid. The Daily Examiner's wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the above circulation rating accorded the Chicago Examiner is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago, Polish Daily News. Year ending May, 1912, 16,094; May average, 16,705.

Champaign, News. Leading paper in field. (Champaign-Urbana.) Average year 1911, 5,327.

Joliet, Herald, evening and Sunday morning. Year ending Dec. 31, 1911, 9,114.

Peoria, Evening Star. Circulation for 1911, 21,140.

INDIANA

South Bend, Tribune. Sworn average Aug., 1912, 12,582. Best in Northern Indiana.

IOWA

Burlington, Hawk-Eye. Average 1911, daily, 9,436; Sunday, 10,381. "All paid in advance."

Des Moines, Register & Leader. (av. '11), 36,263. **Evening Tribune**, 20,316 (same ownership). Combined circulation 55,579—35% larger than any other Iowa paper. Supreme in want ad held.

Washington, Eve. Journal. Only daily in country. 1,956 subscribers. All good people.

Waterloo, Evening Courier, 54th year; Av. dy. 6 mos. to July 1, '12, 8,731. Waterloo pop., 29,000.

KENTUCKY

Louisville, Courier-Journal. Average 1911, daily and Sunday, 28,911.

Louisville, The Times, evening daily, average for 1911 net paid 47,956.

LOUISIANA

New Orleans, Item, 1st 6mo. 1912, daily ave. net, 43,870. Sun. ave. net, 45,744. A. A. A. examination.

MAINE

Augusta, Kennebec Journal, daily average 1911, 9,872. Largest and best circ in Cent. Me.

Bangor, Commercial. Average for 1911, daily 10,444.

Portland, Evening Express. Average for 1911, daily 17,626. Sunday Telegram, 12,018.

MARYLAND

Baltimore, News, daily. News Publishing Company. Average 1911, 79,836. For Sept., 1912, 75,648.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MASSACHUSETTS

Boston, Globe. Average circulation. Daily (2 cents a copy) 1911, 184,614—Dec. av., 147,175.

Sunday 1911, 323,147—Dec. av., 324,476.

Advertising Totals: 1911, 8,376,061 lines

Gain, 1911, 447,953 lines

2,327,821 lines more than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1911, to December 31, 1911.

Albany, Times. Average circulation, 1911, 10,114.

Amherst, Times. Average circulation, 1911, 10,114.

Andover, Times. Average circulation, 1911, 10,114.

Attleboro, Times. Average circulation, 1911, 10,114.

Barnstable, Times. Average circulation, 1911, 10,114.

Beverly, Times. Average circulation, 1911, 10,114.

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Beverly, Times. Average circulation, 1911, 10,114.

Beverly, Times. Average circulation, 1911, 10,114.

Boston, *Evening Transcript* (©©). Boston's tea table paper. Largest amount of week day ad.

Boston, *Daily Post*. Greatest Sept. of the Boston Post. Circulation averages: *Daily Post*, 419,835; gain of 81,929 copies per day over Sept., 1911. *Sunday Post*, 318,604, gain of 23,104 copies per Sunday over Sept., 1911.

Boston, *Herald and Traveler-Herald*, all-day circulation over 200,000. A great quality newspaper in the morning and concentrated local and suburban circulation in evening.

Lawrence, *Telegram*, evening, 1911 av. 8,408. Best paper and largest circulation in its field.

Lynn, *Evening Item*. Daily sworn av. 1909, 16,639; 1910, 16,563; 1911, 16,987. Two cents. Lynn's family paper. Covers field thoroughly.

Salem, *Evening News*. Actual daily average for 1911, 18,371.

Worcester, *Gazette*, evening. Av. Jan. to Dec., '11, 19,031. The "Home" paper. Larg'st ev'g circ.

MICHIGAN

Detroit, *Michigan Farmer*. Michigan's only farm weekly. Guaranteed circulation 80,000.

Jackson, *Patriot*, Aver. year, 1911, daily 10,369; Sunday, 11,213. Greatest circulation.

MINNESOTA

Minneapolis, *Farmers' Tribune*, twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1911, 21,587.

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec. 31, 1911, 109,728.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, *Journal*. Every evening and Sunday (©©). In 1911 average daily circulation, evening, 78,119. In 1911 average Sunday circulation, 82,203. Daily average circulation for Aug., 1912, evening only, 80,718. Average Sunday circulation for Aug., 1912, 84,146.

CIRCULATION Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ended Dec. 31, 1911, 98,586. Average circulation of Sunday *Tribune* for same period, 117,904. Average net paid circulation for 1911, daily *Tribune*, 92,094; Sunday *Tribune*, 109,313.

MISSOURI

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1911, 123,829.

NEW JERSEY

Camden, *Daily Courier*, covers Southern New Jersey. 10,380 daily average 1st 4 mos. 1912.

Camden, *Post-Telegram*, 10,416 daily average 1911. Camden's oldest daily.

Trenton, *Evening Times*. 1c—'07, 20,370; '08, 21,320; 2c—'09, 19,062; '10, 19,258; '11, 20,118.

NEW YORK

Albany, *Evening Journal*. Daily average for 1911, 18,361. It's the leading paper.

The Brooklyn *Standard Union*, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 1911, 61,119.

Buffalo, *Courier*, morn. Ave., 1911, Sunday, 97,764; daily, 50,268; *Enquirer*, evening, 23,891. Buffalo, *Evening News*. Daily average 1911, 94,724.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1911, 6,327.

NEW YORK CITY

The Globe Largest high-class evening circulation. Counts only papers sold for cash. Net cash daily average, Jan. 1, 1912, to June 30, 1912, 127,995. A. A. A. and N. W. Ayer & Son certificates.

Schenectady, *Gazette*, daily. A. N. Lietcy. Actual Average for 1911, 20,817. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

Schenectady, *Union Star*, 75¢ "home" cir. eve. Sp. features: Autos, Sports, Women's, Fin., Fra.

Utica, *National Electrical Contractor*, mo. Average for 1911, 5,625.

NORTH CAROLINA

Charlotte, *News*, only Evening and Sunday paper in two Carolinas. The *News* leads.

OHIO

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1911: Daily, 98,129; Sunday, 125,191. For Aug., 1912, 110,906 daily; Sunday, 132,389.

Youngstown, *Vindicator*. D'y av., '11, 10,422. LaCoste & Maxwell, N. Y. & Chicago.

PENNSYLVANIA

Erie, *Times*, daily. 21,876 average, Aug., 1912. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N.Y.

Philadelphia, *The Press* (©©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Jan., 1912, 86,563; the Sunday *Press*, 174,372.

Washington, *Reporter and Observer*, circulation average 1911, 12,923.

West Chester, *Local News*, daily, W. H. Hodgson. Aver. for 1911, 18,849. In its 40th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, *Times-Leader*, evening, 18,401 net, sworn. A. A. A. examination.

Williamsport, *News*, eve. Net av. 9523, June, 1912, 9782. Best paper in prosperous region.

York, *Dispatch and Daily*. Average for 1911, 18,527. Covers its territory.

RHODE ISLAND

Pawtucket, *Evening Times*. Average circulation for 1911, 20,297—sworn.

Providence, *Daily Journal*. Average for 1911, 23,067 (©©). Sunday, 32,588 (©©). *Evening Bulletin*, 50,486 average 1911.

Westerly, *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1911, 8,446.

SOUTH CAROLINA

Charleston, *Evening Post*. Evening. Actual daily average 1911, 8,239.

Columbia, *State*. Actual average for twelve months ending June 30, 1912, daily 17,970; Sunday, 18,928. August, 1912, average, daily, 20,906; Sunday, 20,956.

VERMONT

Barre, *Times*, daily. Only paper in city. Av. 1911, 6,754. Examined by A.A.A.
 Burlington, *Free Press*. Examined by A.A.A. 8,958 net. Largest city and state.

VIRGINIA

Danville, *The Bee* (eve.) Aver. Sept., 1912, 8,296. *The Register* (morn.) Av. Sept., '12, 3,128.

WASHINGTON

Seattle, *The Seattle Times* (☉☉) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1911 cir. of 64,005 daily, 33,746 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great *productive value* to the advertiser. *The Times* in 1911 beat its nearest competitor by over two million lines in advertising carried.

Tacoma, *Ledger*. Average year 1911, daily, 19,001 Sunday, 27,288.

Tacoma, *News*. Average for year 1911, 19,310.

WISCONSIN

Fond Du Lac, *Daily Commonwealth*. Average year 1911, 3,971. Established over 40 years ago.
 Janesville, *Gazette*. Daily average, July, 1912, daily 6,016; semi-weekly, 1,701.

Madison, *State Journal*, daily. Actual average circulation for year 1911, 7,917.



Milwaukee, *The Evening Wisconsin*, daily. Average daily circulation for first 6 mos. 1912, 46,104, an increase of over 4,000 daily average over 1911. The *Evening Wisconsin*'s circulation is a home circulation that counts, and without question enters more actual homes than any other Milwaukee paper. Every leading local business house uses "full copy." Every leading foreign advertiser uses Milwaukee's popular home paper. Minimum rate 5 cents per line. Chas H Eddy, Foreign Rep., 5024 Metropolitan Bldg. New York. Eddy & Virtue, 1054 Peoples' Gas Bldg., Chicago.

Racine (Wis.) *Journal-News*. Average June, 1912, circulation, 6,920.

MANITOBA, CAN.

Winnipeg, *Der Nordwestern*. Canada's National German weekly. Av. 1911, 22,026. Rates 50c. la.

ONTARIO, CAN.

Fort William, farthest West city in Ontario. *Times Journal*, daily average, 1911, 3,628.

SASKATCHEWAN, CANADA

Regina, *The Leader*. Aver. May, 1912, 11,688. Average 1st 5 months, 1912, 11,017. Largest circulation in Saskatchewan.

Want-Ad Mediums

CONNECTICUT

MERIDEN *Morning Record*. Unusually large lead in Want Ads, in exceptionally profitable field. Rate, cent a word; 5 cts. for 7 times.
 NEW HAVEN *Register*. Leading want ad medium of State. Rate 1c. a word.

DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*, Washington, D. C. (☉☉), carries double the number of Paid Want Ads of any other paper. 1c. a word.

ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

THE Chicago *Examiner* with its 541,623 Sunday circulation and 216,698 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

MAINE

THE *Evening Express and Sunday Telegram* carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore *News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.



THE Boston *Globe*, daily and Sunday, for the year 1911 printed a total of 498,600 paid want ads; a gain of 18,725 over 1910, and 340,556 more than were printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis *Tribune* is the recognized Want Ad Medium of Minneapolis.

CIRCULATIN' THE Minneapolis *Tribune* is the Leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper, either Minneapolis or St. Paul. Classified wants printed in Aug., '12, amounted to 264,687 lines. The number of individual advertisements published was 39,195.
 Ink Pub. Co. Rates: 1 cent a word, cash with the order;—or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



by Printers'

THE Minneapolis *Journal*, every Evening and Sunday, carries more advertising every month than any other newspaper in the Twin Cities. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Cash order one cent a word, minimum, 20 cents.



NEW YORK

THE Albany *Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

OHIO

THE Youngstown *Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

(◎◎) Gold Mark Papers (◎◎)

Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation. Among old chemists gold was symbolically represented by the sign ◎.—*Webster's Dictionary*.

Announcements under this classification, from publications having the Gold Marks, cost 30 cents per line per week. Two lines (the smallest advertisement accepted) cost \$31.20 for a full year, with 10 per cent discount, or \$28.08 if paid wholly in advance.

ALABAMA

The *Mobile Register* (◎◎). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

The *Evening and Sunday Star*. Dy av. 1st 4 mos. '11, 64,154. (◎◎) Delivered to nearly every home.

ILLINOIS

Bakers' Helper (◎◎), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The *Inland Printer*, Chicago (◎◎). Actual average circulation for 1910-11, 17,104.

KENTUCKY

Louisville Courier-Journal (◎◎). Best paper in city; read by best people.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (◎◎).

Boston *Evening Transcript* (◎◎), established 1830. The only gold mark daily in Boston.

Worcester *L'Opinion Publique* (◎◎). Only French paper among 75,000 French population.

MINNESOTA

The *Minneapolis Journal* (◎◎). Only Gold Mark Paper in Minneapolis. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn *Eagle* (◎◎) is THE advertising medium of Brooklyn.

Dry Goods Economist (◎◎), the recognized authority of the Dry Goods and Department Store trade.

Electrical World (◎◎) established 1874. The leading electrical journal of the world. Average circulation over 18,800 weekly. MCGRAW PUBLISHING CO.

Engineering Record (◎◎). The most progressive civil engineering journal in the world. Circulation quadrupled in 9 years, now 18,000 and over weekly. MCGRAW PUBLISHING CO.

New York Herald (◎◎). Whoever mentions America's leading newspapers mentions the *New York Herald* first.

The *Evening Post* (◎◎). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." —Printers' Ink.

Scientific American (◎◎) has the largest circulation of any technical paper in the world.

The *New York Times* (◎◎) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (◎◎), daily and Sunday. Daily, now one cent—the best for the least.

PENNSYLVANIA

The *Press* (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. Jan., 1912, sworn net average, Daily, 85,563; Sunday, 174,272.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence *Journal* (◎◎), only morning paper among 600,000 people.

TENNESSEE

The *Memphis Commercial-Appeal* (◎◎) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The *Commercial-Appeal* passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

WASHINGTON

The *Seattle Times* (◎◎) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The *Milwaukee Evening Wisconsin* (◎◎), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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Your Telephone Horizon

The horizon of vision, the circle which bounds our sight, has not changed.

It is best observed at sea. Though the ships of today are larger than the ships of fifty years ago, you cannot see them until they come up over the edge of the world, fifteen or twenty miles away.

A generation ago the horizon of speech was very limited. When your grandfather was a young man, his voice could be heard on a still day for perhaps a mile. Even though he used a speaking trumpet, he could not be heard nearly so far as he could be seen.

Today all this has been changed. The telephone has vastly extended the horizon of speech.

Talking two thousand miles is an everyday occurrence, while in order to see this distance, you would need to mount your telescope on a platform approximately 560 miles high.

As a man is followed by his shadow, so is he followed by the horizon of telephone communication. When he travels across the continent his telephone horizon travels with him, and wherever he may be he is always at the center of a great circle of telephone neighbors.

What is true of one man is true of the whole public. In order to provide a telephone horizon for each member of the nation, the Bell System has been established.

**AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES**

Every Bell Telephone is the Center of the System.

*I killed this advertisement
because*

Fifty Dollars a Day!

VOGUE spends for its readers over \$50 a day among its advertisers. This is in addition to their direct returns.

With this money our readers ask the VOGUE Shopping Department to buy things which a woman would trust only an intimate friend to buy—clothes, hats, lingerie, furniture, gifts—the most intimate and personal things of life.

From January through August 1912, we have been asked to spend in this way \$10,317.22 of our readers' money—an average of \$50.32 a day.

IT seemed to over-emphasize the Shopping Department.

This Department is not important to you because the money handed back through this channel to VOGUE'S advertisers is but a tiny fraction of their total returns.

What I want to emphasize is the intimacy demonstrated by the need of a Shopping Department. This intimacy between VOGUE and its readers is unique. It is one reason why advertisers give VOGUE twice as much space as they give any other woman's magazine.

Frank Lindner

Advertising Manager.
443 Fourth Ave., New York

VOGUE is the only magazine in the world which has been compelled to establish a regular department to help distribute its readers' money among its advertisers.